

# 16 International case studies

## *The agency: VIP Ideas*

The country: Ireland

The brand: Danone Essensis

## The brief

When Danone set out to launch its new Essensis brand, the first ever mainstream dairy product formulated to nourish one's skin from within, it required a commercial launch like no other. The launch team was formed of one of the top PR agencies in Dublin (Kennedy PR), an action marketing and experiential marketing agency (VIP Ideas), and one of most respected event design companies in Dublin (Catapult).

It was set to be one of the most successful commercial launches ever to happen in Ireland, an explosion of ideas, media coverage and interactive and experiential marketing concepts. Danone Essensis Beauty Bar was a live brand experience at the core of the commercial launch strategy of Danone Essensis in Ireland.

The aims were:

- to communicate the message to consumers that Essensis was a fresh dairy product designed to nourish the skin from the inside;
- to promote to women that within six weeks of daily consumption you could find a noticeable improvement in your skin's health;
- to allow consumers to taste the Essensis range of drinks.

## The live brand experience

To bring to life the product, a specially designed set allowed luxury pampering experiences to be given to every woman entering the zone. VIP Ideas implemented and coordinated the features that were included within the zone and liaised with Centre management and retailers within the shopping mall to create a hugely successful launch.

On arriving at the custom-built Beauty Bar, the public were greeted by Danone Essensis brand ambassadors and offered a complimentary sample of Essensis. Visitors to the zone were invited to book in with a Danone Essensis consultant at the custom-built Beauty Bar to have a luxury treatment with one of 16 beauty therapists and consultants and to avail themselves of the many complimentary treatments, ranging from mini-manicures to nail care, hand treatments and make-up applications or massage.

The Danone Essensis ‘celebrity expert area’ was also set up, providing participants with expert advice from top beauty, hair and fashion consultants on site over the three days to provide hints and tips.

## The amplification channels

POS and in-store promotions invited shoppers to sample the product and invitations for female shoppers to attend the Danone Beauty Bar were distributed within the shopping centre. Live radio competitions and Danone Hamper giveaways offered consumers a chance to win fantastic Danone prizes and pampering gifts from Dundrum retailers.

Dundrum TV ads ran during the promotion, promoting the new product and the live brand experience, featuring the large POS stands positioned around the malls. The ads invited women to come and experience the Danone Beauty Bar.

## The results

Around 10,000 guests received free beauty treatments during each weekend of the live brand experience.

## Testimonial

Damian Hughes, Senior Brand Manager, Danone Ireland:

The experience was one of the key launch pillars for the brand and helped to cement its place in both the beauty and nutrition worlds. Visitors to the Danone Essensis Beauty Bar had the opportunity to taste the product, experience an array of mini beauty treatments and request advice from an

on-hand team of expert advisers. The experience exceeded my expectations and delighted the public.

## *The agency: Blazinstar Experiential*

The country: England

The brand: Gordon Ramsay's Cookalong LIVE

### The brief

MandB, a strategic media agency approached Blazinstar Experiential on behalf of the British TV channel Channel 4, with a brief to engage supermarket shoppers in a creative way that encourages them to participate in a one-off live brand experience on Channel 4. 'Cookalong LIVE' was a live brand experience on Channel 4 that starred Gordon Ramsay, the renowned celebrity chef. Gordon challenged the British public to cook a three-course meal in one hour, from the comfort of their homes, while he showed them how to do it and cooked with them on live television. The show also featured TV screens on the set, which were broadcasting live from the homes of many of those participating.

On the day before the Cookalong LIVE, Blazinstar Experiential implemented a large-scale nationwide activity to support the live brand experience. The objective behind the activity was to encourage purchase of the required ingredients and to promote participation in the Cookalong LIVE, amplifying the live brand experience.

### The activity

Staff Warehouse (Blazinstar Experiential's staffing division) provided 200 brand ambassadors who wore Gordon Ramsay masks and chef uniforms and became Gordon Ramsay clones. Each of the 'Gordons' who were positioned at 50 major supermarkets around the United Kingdom pretended that they were Gordon himself doing the food shopping for the following night's show.

Each Gordon had a wicker basket and was purchasing the required ingredients while engaging consumers by speaking in first person and inviting the supermarket shoppers to 'Cookalong LIVE with me tomorrow night'. The Gordons helped supermarket shoppers purchase the required ingredients that they needed to participate in the following night's live brand experience. They also gave out invitations that featured the Cookalong LIVE ingredients.

## The amplification channels

Blazinstar Experiential played a key part in the integrated amplification of the TV-based live brand experience. Other amplification channels included TV ads, radio mentions, and intensive print advertising, all promoting the Cookalong LIVE.

## The results

As a direct result, the main ingredients that were required for the tantalizing cooking challenge (including scallops and steak) sold out in an overwhelming number of supermarkets nationwide, following a reported ‘shopping frenzy’ in national newspapers.

Needless to say, the viewing figures that resulted were far above average, totalling 4.4 million viewers, which is unheard of for a Friday night slot. A first in interactive live brand experience TV for Channel 4, though judging by the success of Gordon’s Cookalong and the enthused client feedback, it won’t be the last.

## *The agency: 5ive Senses*

The country: Australia

The brand: LG Viewty camera phone

## The brief

LG appointed 5iveSenses Experiential to work with it in creating an experiential marketing campaign that would engage executives in premium office buildings in Sydney and Melbourne. The target audience for the phone was predominately affluent males.

## The activity

The live brand experience was crafted around the idea of offering busy executives a free shoe shine whilst receiving a free demonstration of the phone and a chance to win a trip for two around the world by ‘Viewing the World with Viewty’.

Peter Wales, business development manager at 5iveSenses, said it was the first time an experiential campaign had been conducted on such a scale in premium office towers, activating in 12 premium office towers in Sydney and Melbourne. 5ive Senses designed an experiential activation that offered the building owners, managers and tenants a value-add service that was relevant to their environment and space. Premium office towers are traditionally resistant to live brand experiences unless you offer a programme of relevance.

## The amplification channels

5ive Senses worked with Inlink Elevator screen media to organize a comprehensive and integrated campaign that worked on a number of levels. Inlink negotiated the promotional space and ran both a branding campaign on the lift screens and a building-specific campaign to pre-promote each event. 5ive Senses also conducted a pre-promotion viral campaign by e-mailing the tenants in all the buildings to inform them of the LG Viewty shoe shine activation taking place in their workplace.

## The results

Mr Wales said: ‘The average amount of time these busy A/B executives spent with the LG Viewty phone was 5 minutes; you just can’t buy that level of engagement using traditional media to target these time-poor executives.’

Throughout the activation 90 per cent of the LG Viewty phone demonstrations were to males, while 10 per cent were to females, making it a very efficient and targeted experiential activation. The results speak for themselves: over 47,100 business executives were reached in 385 companies across 12 buildings, resulting in 5,269 direct consumer connections and 2,375 5-minute shoe shines, each resulting in a five minute engagement with the LG Viewty mobile handset. The campaign was deemed a real success by all involved.

## *The agency: Out of the Blue Communications (OOTB)*

The country: United Kingdom

The brand: (Unilever) Persil

## The brief

To deliver widespread excitement about Persil’s ‘Dirt is Good’ above-the-line campaign, drive additional exposure for the activity via a large-scale live brand experience and bring the advert to life with innovative ideas.

## The activity

Out of the Blue formed a valuable partnership with the Forestry Commission to take Persil directly to the target audience, involving the first ever sponsorship property with the Forestry Commission.

Persil sponsored playgrounds in 15 UK parks. The sponsorship allowed OOTB to give the playgrounds a complete Persil makeover, and deliver key campaign messages to the target audience in a non-intrusive, sympathetic and genuinely credible way while the kids enjoyed themselves on the playground equipment.

### The results

The activity targeted 650,000 children and 320,000 adults in 15 locations over a six-month period.

### *The agency: Onepartners Brand Experience Group*

The country: Australia

The brand: Vodafone Australia

### The brief

The brief was to help ensure that Vodafone live! 2.5G customers migrated to Vodafone's new 3G service rather than to competitors, whilst also attracting new customers. Because Vodafone had fewer customers and perceived credentials in the 3G market, the campaign needed to establish a greater emotional connection with the audience. The decision was made early on that an experiential marketing strategy was required to complement a very experiential-based product offering. People needed to 'experience' Vodafone live! with 3G for themselves as it was difficult to articulate what 3G was through traditional advertising. Vodafone wanted to get handsets into people's hands to get them talking about Vodafone live! with 3G.

### The activity

The mobile 'play time' phenomenon was identified as a time when people were more likely to play with their mobile phones, usually during downtime moments. We all know them well, when you're waiting at a bus stop, or waiting for a friend in a pub. The engagement strategy was planned to target these moments of play time as a perfect opportunity to trial Vodafone live! with 3G.

Most of the younger target audience travel on public transport, high reach during peak commuter hours, and catching the bus and train most popular. However, there are currently no media opportunities that allow the required access to their 'down time', ie on the *real* bus or train platform. Therefore the perfect medium was created.

Two buses were 'stripped' with their interiors designed to form sets that reflected the vibrant red and white identity of Vodafone stores, including red upholstered seats and white shag pile cushions, complete with AV entertainment and PA systems. With 18 handset 'pods' fitted on board each bus, a free charter service was provided along major target hot spot commuter zones, offering a lift to work across the summer.

Weekends focused on recreational activities – beach, sport and music events and Vodafone sponsored assets. Participants were aided by brand ambassadors, who manned the exciting, interactive environment in which they stimulated and engaged participants. Other Vodafone collateral included 3G brochures and \$100 off in-store vouchers to drive store traffic.

### The amplification channels

A consumer promotion on radio was developed featuring Merrick and Rosso, who randomly called installed handsets on the buses, to encourage people to pick up and interact with them.

Airports are a rich environment to target business people and the more affluent early adopters. The member lounges offer a great opportunity to engage people with the product, with the average dwell time around 30 minutes. Once the lounges were identified as a connection point, an engagement strategy was developed centred on the provision of a full-time professional barista making espresso coffee. People who approached to get a free coffee were asked to watch a 30-second product demonstration first.

Many different, innovative and interactive experiences were developed from agency partners – from holograms to interactive audio walls. Other campaign components included radio partnerships, 15-second idents directly after the 'South Park' credits, and product placement on STV channels, which demonstrated Vodafone Live!'s content offerings.

### The results

New live! customers increased 45 per cent on targets set, which had been based on other 3G launches across the global Vodafone network. The experiential marketing campaign represented the best 3G rollout to date.

Measurable results included 40,000 product demonstrations, 100,000 interactions and 8 million gross brand impressions. A senior economist at Macquarie Bank said:

the best thing about the bus was the fact that I was able to spend the entire duration of the journey playing with a Nokia 3G phone and understand the capabilities of Vodafone Live! Very cool and am now seriously thinking of upgrading. So, as a marketing technique, the bus ride was brilliant.

The campaign also won awards:

- Winner 2006 Media Federation of Australia Awards – Technology and Communications category.
- Finalist 2007 Cannes Media Lions.
- Westfield ‘Most Outstanding Corporate Branded Display Experience’.
- Qantas ‘Best use of promotional space’.
- Featured on Springwise.com.

*The agency: Brand Experience Lab*  
[www.brandexpericelab.org](http://www.brandexpericelab.org)

The countries: United States and England

The brands: MSNBC and Volvo

### The MSNBC brief

Brand Experience Lab was approached by MSNBC with a very common brand challenge, which was to bring online activities to life offline.

MSNBC Newsbreaker Live was designed to help enrich the MSNBC’s consumer experience with compelling, original material. It hoped to reposition its brand and increase awareness of its internet strategy by using the AudienceGames platform.

### The MSNBC activity

MSNBC.com liberated movie audiences from the out-of-date trivia, static billboards and impatience of waiting for summer blockbusters to begin with Newsbreakers Live, the first in-cinema, audience participatory game. It was modelled after classic video game favourites including Pong, Break Out and Arkanoid. As bricks broke, real-time headlines from MSNBC.com’s RSS newsfeeds fell. The audience then accumulated points and knowledge by using their bodies to control the paddle and capture the headlines, and simultaneously keep the ball moving. Newsbreakers Live premiered at the Bridge: Cinema de Lux in Los Angeles during the opening weekend of ‘Spiderman 3’. It continued to travel to the

east as the opening act for major blockbusters including ‘Harry Potter VII’, ‘Shrek the Third’, ‘Pirates of the Caribbean’ and ‘The Fantastic 4’ throughout May, June and July.

### The Volvo brief

Volvo commissioned Brand Experience Lab to create an original AudienceGame to emphasize their tagline, ‘Life is better lived together’. Volvo wanted to extricate itself from a stuffy brand image and to promote its new XC70 vehicle as a roomy family car. To shift brand perception, Volvo sought out AudienceGames to create a dynamic approach.

### The Volvo activity

Volvo took a different approach to the time and place in which audiences could experience the Volvo XC70 AudienceGame. On Saturday 13 October at 8:30 pm in 12 cities across the United Kingdom, cinemas were networked together to play against each other in real time – a world first. The Volvo XC70 is a rugged, all-wheel-drive, family estate car aimed at inspiring shared experiences on and off road. To reach the target market, the AudienceGame was designed to be played by consumers viewing Disney Pixar’s new family film ‘Ratatouille’, which was released that weekend across the United Kingdom. Each cinema was given the ability to drive a virtual Volvo XC70 by working together as a group to control the car. Players scored points along the way by navigating through a challenging off-road course of family-themed obstacles, engaging young and old audiences alike.

### The results

**Table 16.1** MSBNC and Volvo results

<b>MSNBC.com (United States)</b>	<b>VOLVO (UK)</b>
78% played the game	84% played the game
93% want more games in cinemas	68% want more games in cinemas
86% prefer a game to an ad	74% prefer a game to an ad
71% unaided MSNBC brand recall	21% better image of Volvo
75% more likely to use MSNBC	37% more likely to purchase a Volvo

This innovative technology capitalized on three major global trends: socialization of place, advergaming and edutainment, and cinema advertising growth. The world is moving towards participation. This emerging technology embraces group participation, breaking down barriers and enhancing the experience of the audience.

## *The agency: Launch Factory*

The country: South Africa

The brand: Samsung Mobile

### The brief

Samsung approached Launch Factory to launch the new X 820 (the world's thinnest phone). Samsung's new Ultra range of mobile phones are the world's slimmest, and most striking when actually held in the hand. So getting them up close and personal with the core target audience of 25–35-year-old style-conscious males was the challenge.

### The activity

A busy, trendy bar. A gorgeous girl stands around anxiously, making fleeting eye-contact with a group of guys (who just happen to fit our target profile). After a minute or two fiddling with her mobile phone, she approaches them to ask how long they've been there. Turns out, she's supposed to meet her sister but she's late and thinks her sister (who's even more gorgeous than her but very scatty!) may already have been and gone. She shows the guys (now very interested) a pic of the 'missing' sister on her new mobile.

She then says she may have got the venues mixed up and her sister's probably at the pub around the corner. She's going to pop over there and check but ... what if her sister arrives while she's gone? She gives them her business card and asks them to call should her sister arrive in the interim, before rushing off. Guys discuss her (as guys do!) and notice on her card that she's a Personal Trainer.

Five minutes pass and, lo and behold, her sister arrives. The guys – being guys – call the number to be greeted by her voice-mail, thanking them and offering them an incentive to purchase the ultra-stylish Samsung X820!

### The results

After engaging with the target consumers on Friday and Saturday nights, the number of calls to the 'voice-mail' was a phenomenal 56

per cent response! From a client perspective this is what Justine Hume (marketing manager, mobile phones) had to say: 'This campaign was a fresh, innovative way to get prospective consumers to interact with our product. We ultimately managed to not only get people talking into, but also about our phones to others. Well done!'