

BEST DIGITAL CAMPAIGNS  
OF 2011



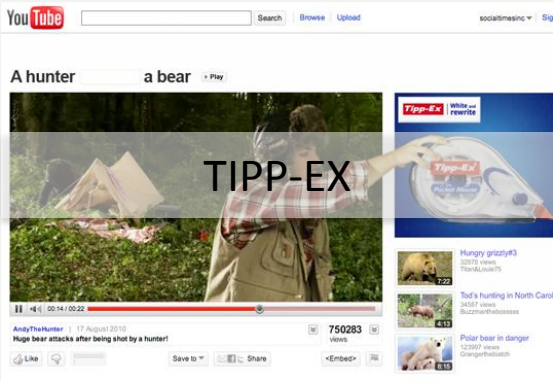
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BEFORE WE GET STARTED, I  
HAVE TO APOLOGIZE...



1

TODAY WE'RE NOT GOING TO TALK ABOUT...



2

I'M NOT GOING TO TALK  
ABOUT (JUST) YOUR INDUSTRY



3

IN THE END, IT'S NOT UP TO  
ME TO GIVE YOU THE SECRET  
RECIPE TO GOING VIRAL





THE TRUTH IS...

# THERE'S NO SECRET RECIPE BUT THERE ARE KEY INGREDIENTS

**1** Fear, sex, fun

**4** Constraints

**7** Personal Stories

**2** Counterintuitive

**5** David VS Goliath, pity

**8** Dreams and aspirations

**3** New trends

**6** "How to"

**9** Celebrities & glam

READY ?





# BING'S MAP

BRAND

MICROSOFT

TARGET AUDIENCE

YOUNG PEOPLE

OBJECTIVE

RAISE VISIBILITY AND USE OF BING'S MAP

CHALLENGE

GOOGLE MAPS IS WIDELY USED !

# 1

# BING'S MAP

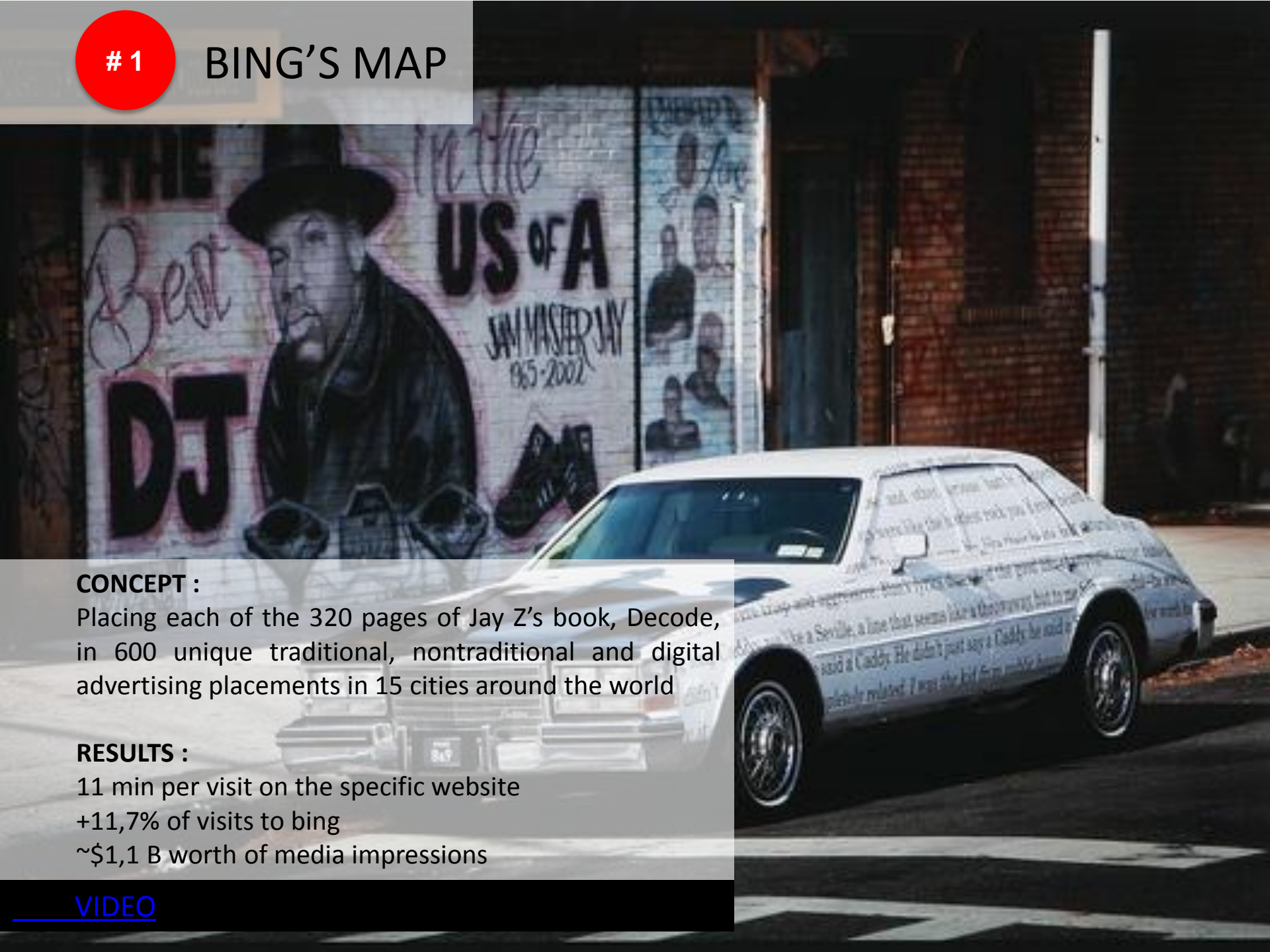
## CONCEPT :

Placing each of the 320 pages of Jay Z's book, Decode, in 600 unique traditional, nontraditional and digital advertising placements in 15 cities around the world

## RESULTS :

11 min per visit on the specific website  
+11,7% of visits to bing  
~\$1,1 B worth of media impressions

[VIDEO](#)



# 1

## KEY TAKEAWAY

### **MULTICHANNEL**

Online/offline doesn't exist anymore, you should run a real multichannel campaign (≠multiple channels) to give people a chance to live an amazing experience.  
SO.LO.MO!





## HOMEPLUS

BRAND

TESCO

TARGET AUDIENCE

KOREAN ADULTS

OBJECTIVE

BECOME N°1 ONLINE SELLER

CHALLENGE

COMPETITORS HAVE MORE STORES

# 2

## HOMEPLUS

### CONCEPT :

Allow people to shop with their phones.

People should find Tesco Homeplus wherever they are without having to go to the brick and mortar store. Moreover they could make good use of the wasted times and enjoy their free time.

### RESULTS :

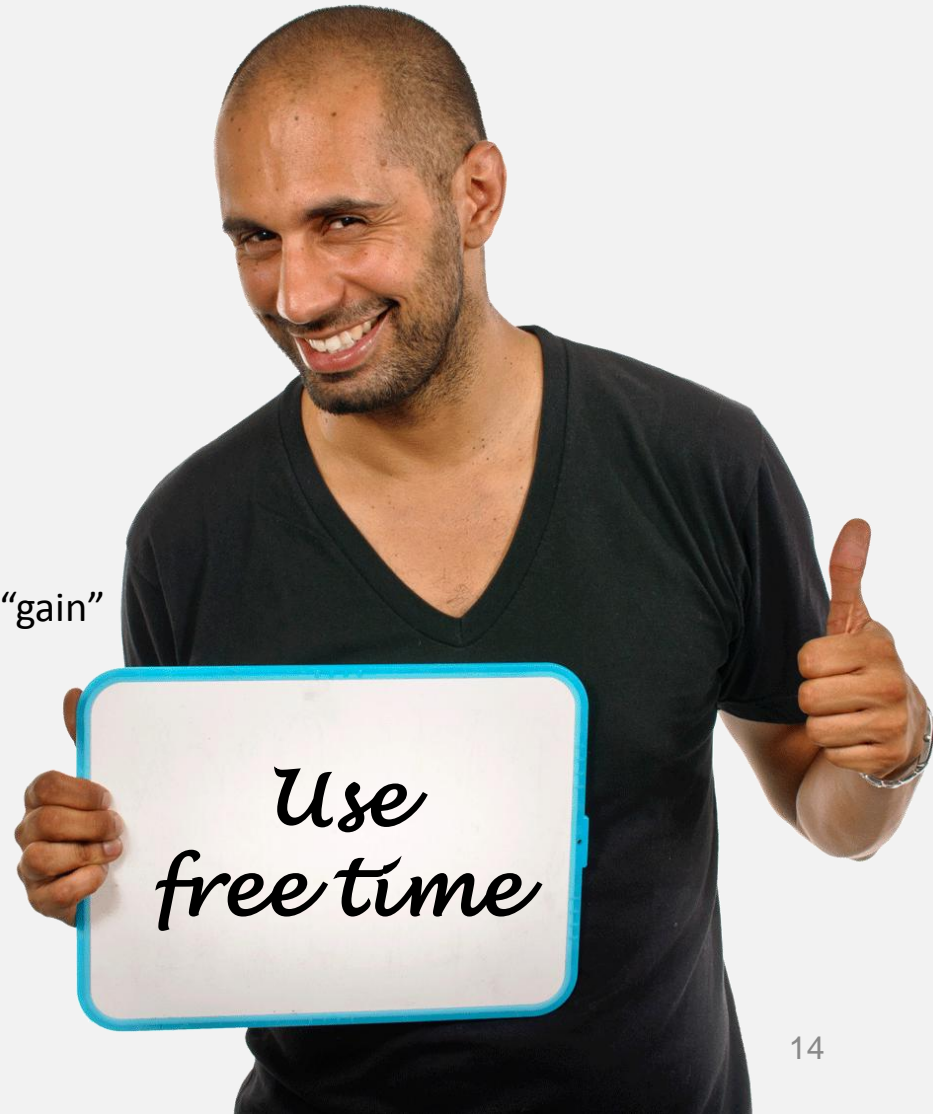
+76% of online members & +130% of online sales

Homeplus became N°1 in online grocery shopping and is a very close 2<sup>nd</sup> offline

[VIDEO](#)

**USE FREE TIME**

People don't want to lose time and are trying to "gain" back what they can whenever they can. Even in Europe, people increasingly own smartphones and use it to connect.





# 3

## THE WORLDPARK

BRAND

NYC

TARGET AUDIENCE

YOUNG DIGITALLY-CONNECTED NYC RESIDENTS

OBJECTIVE

POSITION THE PARK AS A LEADER IN OUTDOOR EVENTS

CHALLENGE

YOUNG PEOPLE SWITCH BETWEEN TRENDS QUICKLY

#3

## THE WORLD PARK

### CONCEPT :

Create a museum in the park to create an entirely different experience using QR codes that gave access to other content integrated into the context (including History, pop culture, music & science).

They also included elements of gamification.

RESULTS UNKNOWN

[VIDEO](#)

**TECHNOLOGY SHOULD ALWAYS BE USEFUL**

Marketers are sometimes nervous about or afraid of technology but nowadays, technology enables the possibility of amazing experiences.

Note that you should be careful about sharing specific content with everyone.





#4

## NOKIA 8N8

BRAND

NOKIA

TARGET AUDIENCE

YOUNG ARGENTINIANS

OBJECTIVE

EXPAND THE SOCIAL MEDIA USER BASE

CHALLENGE

NOKIA WENT FROM TRENDY TO UNTRENDY...

# 4

## NOKIA 8N8

### CONCEPT :

Create a game that uses the virality of Twitter & celebrities while people keep guessing.

### RESULTS :

- +128% of their Twitter base
- +183% of Facebook fan base (2nd largest fan base in Latin america)
- +270% in sales to become the best selling smartphone in Argentina

[VIDEO](#)

### PLAY WHERE YOUR USERS ARE

People love to play. And they love to play a lot (playing is definitely reserved for little kids).

Also, people that are active on Twitter are typically extra involved in social networks online and offline.

If you understand the rules of Twitter, becoming a viral success can be a possibility.





# 5

## THE CHASE

BRAND

INTEL

TARGET AUDIENCE

PC USERS WORLDWIDE

OBJECTIVE

CREATE AWARENESS AROUND THE NEW INTEL PROCESSOR

CHALLENGE

FOR MANY PEOPLE THIS IS A NON-INFORMATION

# 5

## THE CHASE

### CONCEPT :

Launch a campaign using multiple channels (mobile, web) and create a minutes video experience to demonstrate the performance capabilities of the new processor. Also have a

### RESULTS :

2,7 millions views of the short video

60 K shares on social networks

Ranked by TED and Advertising Edge as one of the best ads of 2011

Outstanding results in Germany and Russia

[VIDEO](#)

# 5

## KEY TAKEAWAY

### INNOVATE

When you think about viral, think “new”.

The video from Intel was a huge success because it allowed people to see, even before it was on the shelves, what html5 would be like.





# 6

## GO BEYOND THE COVER

BRAND

DERMABLEND

TARGET AUDIENCE

PEOPLE WITH SKIN CONCERNS AND/OR TATOOS

OBJECTIVE

CREATE AWARENESS THROUGH A CAMPAIGN SHOWCASING THE BENEFITS OF THE PRODUCTS

CHALLENGE

THIS TYPE OF VIDEO CAN QUICKLY BECOME BORING OR TIRESOME

# 6

## GO BEYOND THE COVER

### CONCEPT :

Highlight the importance our society gives to looks, and how they can be misleading. The basic idea was to “transform” Zombie Boy (a fashion superstar) by completely hiding his tattoos (face and body).

### RESULTS :

Millions of views for the video  
More than 700 000 views for the making of

[VIDEO](#)

# 6

## KEY TAKEAWAY

### THINK OUTSIDE OF THE BOX

What is interesting in this video is that it is totally unconventional.

Usually we put make-up on (we don't take it off)

There is also almost always a model that is featured, but L'Oréal chose a fashion star.





## LITTLE THOR

BRAND

MARVEL

TARGET AUDIENCE

AS BROAD AS POSSIBLE

OBJECTIVE

AWARENESS OF THE LAUNCH OF THE NEW MOVIE : THOR

CHALLENGE

HOW COULD THEY MAKE THIS BLOCKBUSTER STAND OUT?

#7

# LITTLE THOR



## CONCEPT :

Rebound quickly on viral videos the smart way. Volkswagen did an amazing hit with its viral video : the Force.

When you are quick and funny enough you can rebound on a existing concept and benefit from the viral effect

## RESULTS :

3 millions views of the video + gave an new reason for journalist to talk about the movie

Very cheap video (no agency, simple scenario)

[VIDEO](#)

**YOU CAN COPY A VIRAL CONCEPT**

Well...not outright but viral is part of the pop culture and if you're clever and play on it, you can surf its success.

This requires an agile team and philosophy





## IKEA 365

BRAND

IKEA

TARGET AUDIENCE

NETHERLANDS

OBJECTIVE

DEVELOP THE ARPU

CHALLENGE

CREATE DIFFERENT ADS EVERY DAY FOR A YEAR



# 8

IKEA 365

**CONCEPT :**

Create one simple creative campaign everyday including a new product to create a story and engage consumers.

**RESULTS :**

+6 % top of mind

+4 % Consumers (in a decreasing market in the Netherlands (-4%))

[VIDEO](#)

# 8

## KEY TAKEAWAY

### BE CREATIVE

Could you imagine creating 365 “simple” but creative campaigns on your products ?  
You don't need to recycle the same ad for ever, sometimes, simple can work and be very effective.





# 9

## TAKE THIS LOLLIPOPS

BRAND

NONE

TARGET AUDIENCE

FACEBOOK USERS

OBJECTIVE

CREATE AWARENESS AROUND NOT SHARING TOO MUCH ON SOCIAL NETWORKS

CHALLENGE

FACEBOOK CONNECT IS AN “ESTABLISHED” TECHNOLOGY

# 9

## TAKE THIS LOLLIPOPS

### CONCEPT :

Use Facebook Connect to show at what point information shared on social networks could be easily hacked.

The atmosphere was created specifically to engage web users

### RESULTS :

As there was no brand behind the operation, the results are difficult to analyze. The application, however, got more than 7 millions “likes” within 3 weeks.

[VIDEO](#)

## QUALITY

It is FALSE that viral is free and/or cheap. There are 2 types of videos that work online: those that are conscious of the poor quality, and those that are high quality. As the quantity of videos and digital projects has significantly increased, yours must really stand out from the crowd.





# FOX NO PLANETA TERRA

BRAND

VOLKSWAGEN

TARGET AUDIENCE

BRAZIL'S GENERATION Y

OBJECTIVE

CREATE AWARENESS AROUND FOX'S SPONSORSHIP OF THE PLANETA TERRA FESTIVAL AND PROMOTE THEIR NEW CAR, THE FOX

CHALLENGE

SPREAD THE FOX MESSAGE BEYOND THE EVENT WALLS

#  
10

# FOX NO PLANETA TERRA

## CONCEPT :

Launch a game through an online platform playing using Twitter and Google Maps. Tickets were strategically placed, and the first one to get to the ticket won it.

## RESULTS :

Trending topic in 2 hours time and during all 4 days of the operation

[VIDEO](#)

#  
10

## KEY TAKEAWAY

### GAMIFICATION (AGAIN)

Like we just said (and I don't think I need to insist that gamification is huge these days...It is. )





## TURKCELL TWEET

BRAND

TURKCELL

TARGET AUDIENCE

TURKISH YOUNG WEB USERS

OBJECTIVE

CREATE AWARENESS OF THE NEW BUNDLED MOBILE INTERNET OFFER

CHALLENGE

THE MOBILE WEB IS NOT VERY POPULAR IN TURKEY

#  
11

# TURKCELL TWEET



## CONCEPT :

Target heavy internet heavy users and get them involved in the campaign, playing a live competition on Twitter

## RESULTS :

56 000 tweets in a week including from celebrities

3.6 millions reach

Cost : 30 000 € maximum

[VIDEO](#)

**SIMPLE IDEAS CAN BE GREAT IDEAS**

When you understand the majority of Internet tools, you can play with them. Sometime the best ideas aren't particularly original, but are well executed.





## IN SUMMARY

- 1 MULTICHANNEL ≠ MULTIPLE CHANNELS
- 2 USE FREE TIME TO BE USEFUL
- 3 GAMIFICATION IS HUGE : PLAY WHERE PEOPLE ARE
- 4 THINK OUTSIDE OF THE BOX
- 5 SURF VIRAL SUCCESS
- 6 SIMPLE IDEAS CAN BE THE BEST IDEAS
- 7 INNOVATE

A man with a short haircut, wearing a dark blue long-sleeved shirt, is seen from the back. He is holding a small white sign with a blue border. The sign has the text "Thanks!" and "@gregfromparis" written on it in black marker. The background is plain white.

Thanks!  
@gregfromparis

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