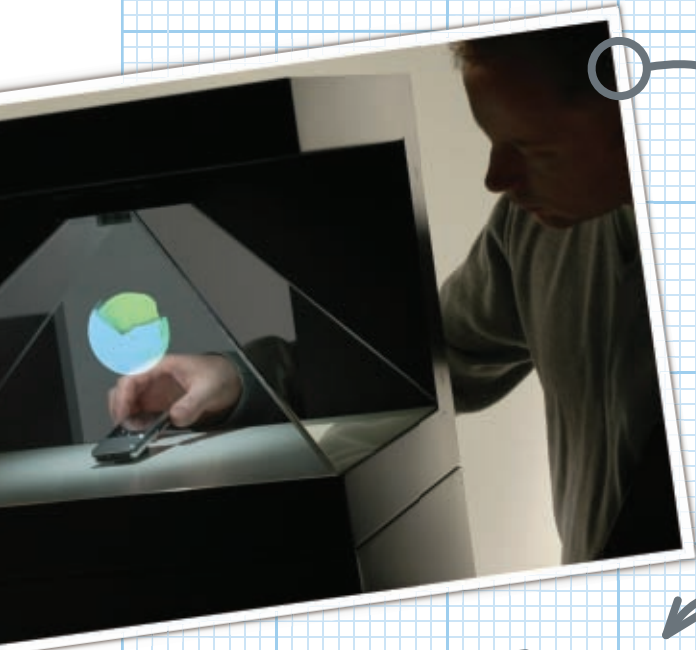


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# One to One Award

*This was a run away winner in the category – great planning, targeting, and a long list of qualitative and quantitative objectives duly delivered – and all for a brand that was stepping into brand experience for the first time.*

## Gold: Sense and LG

LG launched the 11kg Direct Drive washing machine in October 2009. This saw a major technological advancement in household appliances – a standard size machine with double the capacity of a standard washing machine.

Traditionally LG Home Appliances have not invested in brand experience activity at new product launch – preferring traditional media (Press / ATL).

### Campaign Objectives

1. Drive awareness of the new LG 11KG DD Washing Machine
2. Promote product USP's through trial and engagement
3. Drive unit sales through online retail partner
4. Identify hook/creative theme synonymous with audience & LG's slogan -

### Life's Good

5. Drive KPI's on: (a) Awareness score (b) Consideration score

### Strategy

Consumer research indicated that UK working Mums spend excessive amounts of time on laundry with little time for themselves. The stats:

- 55% UK working Mums do the laundry every day
- 35% wish to reduce time spent doing the laundry
- 90% say that 'me time' is important to them
- 60% do not factor time for me into

their day

\*Source: Consumer Analysis Limited, The Simply Living Report, May 2009

Sense created an LG 'Time for Me' Zone – a brand experience combining product demonstration with the added benefit of relaxation for Mum through mini pamper treatments. The activity visited 3 Regional Shopping Malls (4 days per site) along with The Baby Show series.

### Campaign Elements

1. 'Time for Me' pamper treatment offered to all visitors to the stand
2. Consumer given a seat at Coffee Bar with lifestyle magazines and
3. Consumer asked to register for an immediate free pamper treatment (mini manicure / head massage / shoulder massage)
4. Whilst awaiting treatment consumer given a product demonstration of the 11kg Demo machine with demo team encouraging on the day live sales

### Comfy seating

5. Free Prize Draw cards offered to consumers pre treatment for completion
6. Beauticians then performed 10 minute treatment and continued brand and lifestyle communication with consumers using prompts supplied by agency

### Results

Objective 1: Drive awareness of the new LG 11KG DD Washing Machine

- 909k OTS audience of brand experience in malls

- 40k Peripheral Demonstration audience (multiple consumers watching demos)

Objective 2: Promote product USP's through trial and engagement

- 12,000 Primary product demonstrations at live event (vs. av. 4 per week through retailer – Curry's/Comet)

Independent Consumer Research\*\* conducted – exit interviews at stand showed

- 2 in 3 consumers would consider purchasing an LG machine following their experience

- 64% shift in consumer brand perception of LG from neutral to positive

Objective 3: Drive purchase through online retail partner

- 20 unit sales driven by event team

- Immediate purchase sales valued at £8k. This was not considered in original KPI's as the item was deemed considered purchase

- 550% sales uplift in first two weeks of live campaign (versus 2 week listing across all UK retailers)

- Event driven sales = £16,000 (unique to online retail partner) 50% completed at event zone)

Independent research\*\*

- Consideration score was 3 times that of May 2009 Brand Competitive Research score (BCR)

- 2 in 3 consumers would consider purchasing an LG machine

following their Experience

- 4 in 5 consumers would consider LG brand of washing machine on next purchase

- 64% shift in consumer brand perception of LG from neutral to positive

### Awareness

- TOM score - LG took second position behind Hotpoint from 9th (ahead of Bosch and Zanussi)

\*\*Research Source: Metro Research, base 205 intercept interviews, Jan 2010

"Sense delivered an exceptional activity for us, delivering unprecedented unit sales at launch. The agency delivered innovative creative, well briefed ambassadors and a well thought through consumer experience. A huge success." Kate Seabrook, consumer marketing manager, LG

"I am the proud owner of a new 11kg machine thanks to your team!", consumer, Westfield Shopping Centre.

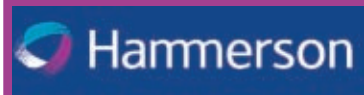
## Silver: SMP & Arm & Hammer

Arm and Hammer is a challenger brand in a sector that is dominated by Colgate. SMP's sampling driven campaign was, like LG, a campaign that demonstrated that exceptional results could be generated from a straight forward direct experience of the brand.

Again, this campaign centred on shopping centres in order to generate purchase. It was also an exercise in providing brand feedback. Arm & Hammer had very little consumer research, therefore the activity also aimed to collect data that would help SMP to shape future marketing campaigns; SMP utilised in-house TGI to help gain further insights to their market e.g. promotional responsiveness, where they went on a regular basis, what motivated them, etc.

Outstanding sales uplift results were the headline element, though sadly these are 'not for publication'.

Sponsor: Hammerson plc



Hammerson plc is a leading European real estate company, operating in the UK and France. The group creates value by developing and actively managing prime shopping centres, retail parks and offices.



*Stephen Court, Hammerson, presents the award to Sense*

### One to One Award

The award recognises the ability of live brand experience to both target the consumer and provide the brand with knowledge about how it is perceived and valued. Entrants will show how

expert planning or event analysis were used to deliver maximised brand impact or consumer knowledge per contact.

**Bronze Winner:** Wax, Nando's  
**Finalists:** Sense, Sky, TRO, DCSF

**Previous Winners**  
2009, BMT, School Food Trust;  
2008 Iris Experience, Heineken;  
2007 Circle, EA



# Most Effective Brand Strategy

With a music strategy encompassing 4500 gigs each year, O2's investment is connecting very convincingly – an unstoppable gold in an encouragingly strong year for the category.

## Gold: PD3, O2

In 2009 O2 became a strategic partner with Live Nation to strengthen its relationship with music and extend the Priority offering to O2 customers. The deal involved becoming title sponsor of the AMG Academy Venues, which consists of 13 live music venues across the UK.

O2 helps customers connect to the things they love. To help substantiate this claim, in 2007 customers who signed up to PRIORITY, were given access to tickets at The O2 48 hours before general release. In 2009, this proposition expanded to include PRIORITY Tickets to O2 Academy venues as well as The O2 and thousands of gigs and events promoted by Live Nation. The objectives of PD3's activation program were to create awareness around O2's sponsorship of the Academy Music Group venues, increase understanding of the Priority ticketing offering and raise brand consideration among music fans.

Main objectives:

- Roll-out the Priority and brand experience nationally
- Offer venue experiences that were credible, created talk-ability amongst music fans, whilst improving existing elements of the gigging experience.
- Increase the number of customers signed up to Priority ticketing
- Increase brand consideration among younger, cooler music fans
- Continue to drive positive association of O2 with music

With a total of over 4,500 gigs a year, PD3 created a tiered approach to enable planning and the ability to deliver bespoke and tailored experiences. Each venue activation included a mixture of both automated (i.e. happen at every gig) and live brand experiences.

Each area was decked out with a bespoke furniture package that draws upon strong and credible live music influences and artefacts with an O2 twist. This includes full size flight case chairs and tables, modular sets of drum stools, oversized amplifier walls pieces, battered chesterfield couches, drum lamps and rock-flock wallpaper panels. Other permanent installations saw the creation of rocked up classic arcade games to include the likes of 'Backstage Invaders' and 'Rapman', a twist on Space Invaders and Pacman!

To ensure gig goers get an experience from the artist they are seeing O2 work with

artists to deliver a unique live and tailored experience. For Dizzee Rascal PD3 created the "Fix up Look Sharp Barber Shop" a mini barber shop giving rude boys a Dizzee inspired look. Whilst for N-Dubz PD3 bought graffiti workshops and a bespoke trainer tailoring service to complete the look. Lady Gaga saw Gummy gaga sweet canapés, and roaming photographers getting punters to pull their best "Poker Face" whilst Gaga inspired Angels gave fans Gaga makeovers. White Lies guitar tutorials let fans learn the riffs to the bands biggest hits with the help of skilled guitarists with a chance to win a signed Gibson guitar. Guitar video workshops were created by the band and bluetoothed via mobile to create exclusive content for their fans.

To enable sharing, PD3 installed Snapbooths in each of the O2 Academy venues to take the gig goers pictures and upload photos to the appropriate Facebook pages as well as to the wall in the venue and onto their mobile phone. The Snapbooth is a permanent digital experience that unites the fans and the bands both online and within the venue. An entire wall is covered in framed live photos of the bands who have played that venue stage. After each gig a new frame is added to the wall to document the legacy of live music that makes these venues so important.

Business Result

- O2 now has the highest associations with music of any mobile brand, including Virgin (46% most associate O2 with music compared to 41% for Virgin. Source: Millward Brown)
- Awareness of Priority tickets has now reached record highs of 53% (Source: Millward Brown)
- 500,000 more O2 customers have signed up for Priority in 2009
- At some O2 Academy gigs, such as Lady Gaga at the O2 Academy Brixton, more than half of all the audience are Priority ticket holders – a fantastically powerful demonstration of how O2 customers get special treatment
- 2009 has been a record year for consideration for the O2 brand, with new heights of both absolute levels of consideration and gap between O2 and its nearest competitor. Crucially, it has been O2's younger audience of Fun Loving Socialisers and those outside London that have been among the main drivers of this.



Jens Tangen, Brandspace (Airport Division), presents the award to PD3

## Silver: RPM and Smirnoff

RPM and Smirnoff are known for their industry leading experiential events but the relationship is underpinned by an in depth strategic bond that often leaves RPM responsible for the way that the brand –and its products are promoted and understood at multiple trade and consumer touchpoints. When launching Smirnoff Flavours Green Apple and Lime this included a live brand experience working alongside other marketing channels – Outdoor ATL, On-trade/Off-trade POS, Trade Education Tools, Sales Promotion initiatives and internal communications - clearly communicating the key objectives in which all creative and activation is undertaken by RPM.

Selected Results

- Creatively drove the most successful test market activity Diageo has ever seen in Europe
- The hugely successful creative comms platform is now enabling Smirnoff to unlock previously closed consumer barriers to flavoured vodka in Europe
- High levels of creative cut-

through is driving excellent incremental growth for Smirnoff

- Excellent UK sales results are now leading to the existing creative being launched across Europe

Sales

- Strong sustained rate of sale: off-trade +450%, on-trade +116%, stealing trade from RTDs, wine and direct competition
- Smirnoff Flavours outsold Absolut Flavours volume by 100% (off-trade)

Creative

- 70% of consumers, now they have seen the Smirnoff Flavours creative, would drink either 'a lot more' or 'a little more' of all Smirnoff products, including Flavours
- 84% of consumers consider the ads to 'make Smirnoff feel much more/a little more appealing to them'

This campaign lead to RPM being announced as Diageo's 'European Innovation Agency of the Year'.

### Sponsor: Heathrow with Brandspace

In May Brandspace won the exclusive rights to manage all experiential activities in BAA's two London Airports, Heathrow, Stansted and the Heathrow Express. Every year 89.2 million

people pass through Heathrow and Stansted with on average 2.5 hours of dwell time available for brand engagement. Heathrow Express has 4.9 million passengers a year.



### Most Effective Brand Strategy

Entrants should show how the live brand experience work undertaken meets the strategy of the brand alongside other marketing channels, and has worked with those channels

to the benefit of that brand. Entries must show a good understanding of the complete brand message and quantify the uplift both through the brand experience and through the strategic integration.

**Bronze Winner:** Kindred, Milk  
**Finalists:** Candour, Kleenex Anti-Viral; Lime, Carte Noire; Sense, Muller Rice

**Previous Winners**  
2009 Lime, Kenco;  
2008 Madmedia, Fab;  
2007 Octagon, Vodafone



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# Most Effective Roadshow/Shopping Centre Campaign

Effectiveness is the watchword in this category and the battle lines were drawn between a polished FMCG campaign and a menas for recruiting social workers.

## Gold: iD Experiential & Fruit Shoots

Robinsons Fruit Shoot revolutionised the kids juice drinks market in 2000 with the introduction of a ready to drink juice in a cool sports bottle. iD's challenge was to bring the ATL search for a new 2010 Fruit Shoot Juice Crew to life.

### Campaign objectives

- Create an immersive experience with a WOW factor to capture children's imaginations
- Encourage 100k children aged 7-9yrs old to participate and learn new skills
- Deliver 4,380 auditions of potential Fruit Shoot Crew Members

Over a four week period, the roadshow toured carefully profiled shopping malls, city centres and family tourist attractions across the UK. All the activity took place within the Easter holidays to maximise the chance to speak to children and parents and the activity was pre-promoted using site media channels where possible.

This activity was not about product trial, so the majority of the budget was spent on creating a fantastic, fully immersive experience for the children and a cracking team of brand ambassadors to guide them through it.

A huge colourful Fruit Shoot bottle formed the centrepiece of the experience. Children were approached by the Fruit Shoot team and invited them to join the 2010 Fruit Shoot Juice Crew. In order to do so, the children actually went into the Fruit Shoot bottle which was filled with fruity aromas of each product. They completed a mini-obstacle course whilst watching last year's Fruit Juice Crew performing their skills on huge screens.

On exit - inspired by what they have seen - the children were guided to the skills area where the specially trained and casted Skills Crew taught them a simple trick or skill (e.g. juggling, skipping, hula-hoop,

plate-spinning). For every skill mastered, the children were given a collectable wristband to show they were fully 'Juiced Up'. Finally, they performed one of the skills they learnt as a filmed audition for the chance to win one of four places to star in the 2010 Fruit Shoot Juice Crew TVC being filmed later this year.

Before each child auditioned, parents were consulted and asked to read and sign a consent form.

Staff recruitment and training were crucial to the activity's success. Every member of the core event team were CRB (Criminal Records Bureau) checked in order to safeguard the children's wellbeing. They were specially casted face to face and had to demonstrate proficiency in at least one skill in front of a panel in order to be considered for selection. Successful candidates were invited to return for a second audition and meet the client, who played an integral role in picking the final team. This collaborative approach to picking the Skills Crew kept the client involved and reassured them that they were being represented by the right team.

### Results

The campaign was evaluated against a set of pre-agreed KPIs using the Event Managers daily reports, independent Mystery Shops and Engager Research from a sample of 263 parents of children taking part who were interviewed by dedicated researcher at intercept to assess how the activity was received, the impact on brand perception and the claimed post-activity impact.

### Campaign objectives

- The activity attracted the right target audience: 78% of engagers had one or two

children between 5 and 10yrs old with them

- Children loved the opportunity to learn a new skill, with 80% taking part
- 95% engagers rated their child's enjoyment of the experience today as 7 out of 10 or above
- 42% of engagers said their child's favourite part of the experience was the chance to audition for the Fruit Shoot Juice Crew
- 37% of engagers said their child's favourite part of the experience was the chance to learn a new skill
- The team were critical to the activities success: 90% of engagers agreed or strongly agreed that the staff were very positive, friendly and appropriate for the brand
- 88,040 live interactions through the course of the road show
- 5,496 auditions recorded throughout the course of the road show (125% vs target)
- The activity has a positive impact on purchase intent: 82% engagers said they would go on to purchase for their child
- Of the sample, just 46% were existing Fruit Shoot consumers, so the activity brought new users into the brand

The activity resonated on a very emotional level: the sense of achievement that a child feels in accomplishing something new and the sense of pride a parents feel watching their child achieving it.



Jo Morris (centre left) presents the award to iD Experiential & Britvic

## Sponsor: Buchanan Galleries and Brandspace

Buchanan Galleries, owned by Land Securities and marketed by Brandspace, is set right in the heart of Glasgow, a city recognised for its premier lifestyle. Buchanan Galleries is a stylish shopping destination with a loyal customer base attracting in excess of 20 million shoppers every year and enjoys a catchment spend of £9.7 billion. Buchanan has established itself as one of the top commercial venues in the UK with over 2000 brands having exploited the opportunities that it offers.



## Silver: Headcount and Dept. Of Health

Headcount and the COI built on a successful Y1 to ratchet up the results generated when using shopping centres to recruit people into social care work. The targeting and results were exceptional.

There were 200 activity days across 57 locations. Over 60,000 people were approached and extended discussion were held with more than 39,000. 9197 registrations were taken, a conversion rate of 23 per cent.

Results from a feedback questionnaire completed on the stand showed that 97% felt the events were helpful to them. 83% said that following the information received, they were very interested in

following up a career in social care. 92% took the next step to getting a job within Social Care during their visit to the stand - 61% registered with Care Job Finder and a further 31% completed the flyer for more information

15% of those who attended the events were of 18-24 age group.

Due to the events success, the teams were approached by third parties to attend job fairs and events in additional locations. Cost savings elsewhere enabled Headcount's representatives to attend three careers events within the original budget set by DH.

### Most effective roadshow or shopping centre campaign

Entrants should show how their work has excelled under at least two of the following criteria: Quality brand representatives and training; quantity and quality of contacts made; targeting; brand awareness uplift; brand and customer feedback; extended brand reach; customer interaction and

involvement; measurement of results; successful client relationship; shopper psychology; shopper engagement; customer analysis; creative use of space; best practice with venue owner; measures to cut environmental impact; coupon redemption; sales promotion participation; ROI.

**Bronze Winner:** EMS, British Heart Foundation  
**Finalists:** Candour, Kleenex Ultra Soft; Sense, Muller Dairy; SMP, Arm and Hammer

**Previous Winners**  
2009 Chemistry, Plenty;  
2008 The Circle Agency, EA;  
2007 Nine, Volvo



# Most Effective Interruptive Campaign

Gold and Silver were decided quite easily, with Brando and Gatwick Airport getting a unanimous decision in the final reckoning, in spite of the silver winner being rated very highly.

## Gold: Brando and Gatwick Airport



In light of the impending sale of London Gatwick Airport by BAA to Global Infrastructure Partners (GIP), Brando was tasked with positioning Gatwick as more than just an airport and help raise its profile in just six weeks.

The brief was specifically to invite passengers to re-consider Gatwick as a desirable shopping destination and spend more money in the retail outlets 'airside' before catching their flights.

The activity needed to give Gatwick stand out from other BAA Airports, offer passengers an experience they wouldn't normally expect at the airport and make it front of mind during the busy summer period. At the same time Brando needed to convey some specific commercial messages such as the benefits of discounted shopping and presence of high end retailers such as Ted Baker, All Saints, SuperDry and Kurt Geiger available at Gatwick.

Research showed the key factors preventing passengers from shopping at the airport were two-fold. They were in the wrong mindset, only 18 per cent of those polled had planned to do shopping at the airport and travellers had a lack of knowledge about the variety of shops and the discounts available at London Gatwick Airport.

Brando created Gatwick Fashion Week, a front-row seat to a money can't buy experience. It not only celebrated the airport's fashion credentials and secured realms of media coverage but it also helped customers get into the holiday spirit, re-appraise the airport and motivate them to shop.

Gatwick Fashion Week took place in August, Gatwick's busiest time of year, ensuring the activity was seen by the

maximum number of travellers as possible over a four-day period.

The event comprised of 'mini' catwalk shows (to maximise the short engagement time they had with their audience) and a dedicated area behind the stage for consumer interaction where airport retailers such as MAC offered free makeovers and stylists provided fashion advice. Passengers were also able to purchase items featured in the show.

Professional models took to the runway every hour wearing Gatwick Airport's hottest looks for the summer, styled by Kirsty Drury, stylist to the stars. Kirsty's clientele includes fashionable favourites such as Kylie Minogue, Claudia Schiffer, Myleene Klass and Rachel Stevens – adding extra angles for media.

To help build excitement amongst the audience, add glamour, secure media interest and emphasise Gatwick's fashion credentials, Brando recruited newsworthy fashionista Gok Wan to host the media day. He galvanised the crowds, pushed key messages, encouraged people to shop and took part in media interviews and photocalls.

### Social Media

A dedicated microsite, [www.explore.gatwickairport.com](http://www.explore.gatwickairport.com) supported the campaign. Bloggers were given content including YouTube videos and images from the event. A Gatwick Flickr profile was set up and Twitter feeds used to build excitement about the show, seed images and videos. This received 800 views within 24 hours.

A Holiday Countdown Facebook application was developed to encourage passengers to arrive at the airport earlier and communicate key messages. It has received at least 200 active users per

month and sits on personal profiles, making Gatwick visible to user networks.

### Results

Coverage was secured in high profile media homes ranging from The Sun, BBC News, Capital FM, London Lite, Evening Standard, to the Guardian and Independent. Post campaign evaluation highlighted a positive shift in customer perception about the airport and Brando was engaged again for Gatwick Fashion Week 2010 with plans to make it an annual event.

For under £150k, the agency delivered a four day, fully produced and staffed catwalk event and consumer experience; negotiated celebrity endorsement deals and implemented a full media relations programme.

- 100% of coverage included London

### Gatwick Airport name checks

- 75% of coverage positioned London Gatwick Airport as a shopping destination
- 65% of coverage included discounted shopping messages
- Key retailers achieved up to a 15 per cent rise in sales.
- 38% said they were encouraged to buy holiday items at the airport next time they fly
- 36% said they would get to the airport early next time to give themselves more time

Craig Smith, brand communication director, Ted Baker said: "I feel the fashion show significantly helped our sales, due to passenger awareness of the clothes and accessories on offer in the airport. I definitely feel this is something that should be arranged again for Gatwick, not only was it enjoyable for passengers, but for staff as well."

## Silver: OgilvyAction and Ford Ka

OgilvyAction interrupted the shopper mindset with a campaign for Ford Ka designed to create curiosity.

The 'Go Find It Tour' visited high footfall shopping locations across the UK showcasing the New Ford Ka and entertaining the crowds through a specially choreographed Ka fashion performance. The display used existing creative assets and props from the official Ka TVC to capture the target audience's imagination, encourage their mischievous side using lenticulars to a well hidden keyhole display and reward consumer's curiosity by revealing more hidden Ka's from every angle.

To further amplify the shopping activity a convoy of 'Grand Prix' Ka's circulated the city centres, turning heads and distributing promotional material to drive consumers to the stand and JOY stores.

The JOY partnership allowed the agency to push the idea further by creating a real life treasure hunt using actual Ford Ka miniatures - with the incentive of a JOY gift voucher when found.

Online fashion influencers were invited to an exclusive shopping evening in a JOY store where if they found a Ford Ka miniature they were rewarded with a

JOY voucher worth £60. Photos, videos and inspiration they gathered were then used to generate online word of mouth (Facebook, Bebo, Twitter, fashion blogs etc.) ahead of the 'Go Find It Tour'.

### Results

- 600,000 people had the opportunity to see the 'Go Find It Tour' via our shopping centre activity
- 129,334 people had the opportunity to see the 'Go Find It Tour' at JOY stores and experience Ford Fridays
- 80,509 people viewed the campaign via [www.joythestore.com](http://www.joythestore.com) and [www.gofindit.net](http://www.gofindit.net) during the promotional period
- 70,886 online readers were exposed to the campaign through social media (facebook, twitter, YouTube, fashion blogs)
- 2,000 miniatures were distributed across 20 JOY stores every Friday in September. 96.9% of these miniatures were found and 100% of the vouchers shared were redeemed
- 410 Ford Ka data capture forms, that represent definitive sales leads, were completed – an average of 51 per day

### Most Effective Interruptive Campaign

Entrants will show how they used a dynamic creative idea or spectacle to interrupt a group such as consumers, shoppers, commuters, workers, tourists,

crowds, or press, from their expectations or daily routine, with beneficial impact for the brand. Examples here may include

- ◆ PR Stunts

- ◆ Pop-up shops or workshops
- ◆ Flash mobs
- ◆ Costume performers or role play in a public space
- ◆ Guerrilla activities

- ◆ In-store entertainment
- Entrants will show the objectives and results of the activity detailing budget or ROI where relevant

*Bronze winner:* Haygarth, Signet *Finalists:* Circle, EA, iD, Gala Coral



# Most effective integration and/or amplification

The mother of all categories! Lynx (silver) and Doritos (bronze) were announced as award winners in their own right in other highly-regarded award competitions and surely deserve their accolades. But in FMBE they came up against something very special. (A full feature on the category appears at [www.fieldmarketing.com](http://www.fieldmarketing.com))

## Platinum: Ignite, Vodafone

This gold winner was later compared against the best entries in our global Audience Award and held its own, so the judges upgraded the win to Platinum, a new accolade for activities that show off FMBE activities that are truly world class in their delivery.

"All Your Mates in One Place" was a campaign that was a product demo, a sponsorship activation, a compelling call to action, had national reach and exposure, and zigzagged across the live/digital sector seamlessly.

To launch Vodafone 360, the new mobile interface that brings all your contacts and social media in to one place, Vodafone challenged people to see how many mates they could physically get in one place. Whoever got the most mates in one place won £36,000.

Ignite worked alongside Vodafone's digital agency Dare Digital to create a campaign that fused guerrilla, ambient, mobile and digital in a way never done before. 1450 steam cleaned circles were sprayed throughout the UK, and huge red mats were placed in targeted locations. To get the rules, entrants sent an SMS to the text number on the circles, and then sent back a photo of their attempt as an MMS. Entries could then be accessed by their mobile number at [allyourmatesinoneplace.com](http://allyourmatesinoneplace.com).

Forty million people were exposed to the campaign and over ten thousand took part. And, true to the spirit of the idea, Vodafone were privy to a multitude of fantastic costumes and poses. The winning entry? An impressive 135 people – and a donkey.

### Brief

Drive pre-launch buzz about a very complicated product (Vodafone 360) within a difficult to engage audience (Progressives - Male Bias 58%, Male/42%, Female aged 15-34 62%, ABC1 51%).

### Objectives

Shift brand perception and an increase in Net Promoter Score (NPS) by:

- Being different from other networks
- Rewarding and empowering Vodafone customers
- Providing services that meet customer needs

### Execution

#### 1. Focus on one benefit:

"People" (a function of Vodafone 360) combines all your friends social media activity into your address book a bit like having a rolodex of all your mates social networking profiles.

#### 2. Make it simple to understand

A single creative thought – Vodafone 360 puts all your mates in one place.

#### 3. Make it relevant to the target audience

The campaign was executed via a combination of guerrilla, ambient, digital and social media (Facebook, Twitter, Bebo) and centred on user generated content.

#### 4. Make it simple to engage and take part

The campaign asked the public to get all their mates in one place by gathering them in and around 1 of 1450 circles placed around 10 cities in the UK. The circles contained a call to action to prompt participants to take a photo and send it by MMS to a dedicated shortcode.

50 moveable, printed floor mats were positioned randomly across 10 major cities, by teams of 'undercover' brand ambassadors, targeting universities, sports grounds and shopping districts to seek out competition entries. In addition, 1350 circles were steam cleaned into the pavement, the largest 'clean graffiti' campaign ever in the UK.

Successful entries were posted daily to a dedicated Vodafone 360 website - [allyourmatesinoneplace.com](http://allyourmatesinoneplace.com) where entrants could access their image using their mobile number. Content from the entries was used across a variety of digital media both online and out of home.

#### 5. Make it worthwhile

The website awarded daily cash prizes, including 'best effort' and the 'most creative'. The winners i.e. those having gathered the most mates; 135 mates and a donkey, were rewarded with a £36,000 experience of a lifetime. Other entries included canoeists on a lake, the Chinese State Circus, sports teams, fancy dress parties and full lecture theatres.

#### 6. Amplifying the activity even further

A PR stunt was also produced to coincide with the campaign - an All your mates in one place 'Tweet off' in central London's Covent Garden. England cricketers Graeme Swan and Jimmy Anderson fought it out to see who could get the most mates in one place before the whistle went.

### Results

The 'All your mates in one place'



## Silver: The Lounge Group and Lynx

A Gramia and Event gold winner, The Lounge Group's sexy mud wrestling extravaganza held at beach festivals was never going to get anything less than an excited response from the male participants invited to 'referee' and the on set shower made the link seamlessly back to the Lynx Fever shower gel being promoted.

The true brilliance of the activity though

was all about the integrated approach.

The first experiential campaign to use floor media in an entirely interactive way, and the first time a brand laid as many as 1350 steam clean adverts around the U.K. 10 teams of 10 brand ambassadors activated in 10 city centres for 10 consecutive days.

2100 photos were successfully uploaded to the website (after the passing terms and conditions of entry) which included over 10,000 people. The campaign created over 30,000 interactions with an estimated direct exposure to 8.5m.

The activity was supported by a substantial digital campaign which spanned from the dedicated webpage to viral content, OLA, digital OOH, search engines and mobile. Ignite drove approximately 30,000 hits to the webpage in the space of only 2 weeks.

### Most effective integration and/or amplification

Entrants will show how the live activity was made to resonate for the brand by one or more of the following

- ◆ Integrated marketing with other direct marketing or above the line marketing

- ◆ Filming/recording the activity for TV program content, TV advertising, radio, press engagement or online usage
- ◆ PR and online PR
- ◆ Social networking
- ◆ Website content/ microsite/

online consumer journey

- ◆ Buzz, word of mouth
- Entrants will need to evidence one or more of the following: brand result, brand reach; brand value; campaign result; market penetration; targeted reach; page impressions; total audience; ROI

**Bronze Winners:** Initials, Doritos and Pierce Smartfusion, Sony Digital Imaging.  
**Finalists:** Carat Sponsorship, Philips Lumea; Ruby; St Pancras International; Taylor Herring, Google.

**Previous Winners**  
2009 CMW, Lotus Evora;  
2008 Multiply, Absolut;  
2007 The Brand Experience Co, Touareg