

**WHAT MAKES DIGITAL**

**FIZZLE?**



**WHAT MAKES DIGITAL**

**FIZZLE? BIG IDEAS,**

**FUN EXECUTIONS AND**

**CATCHING THEM BEFORE**

**THEY**



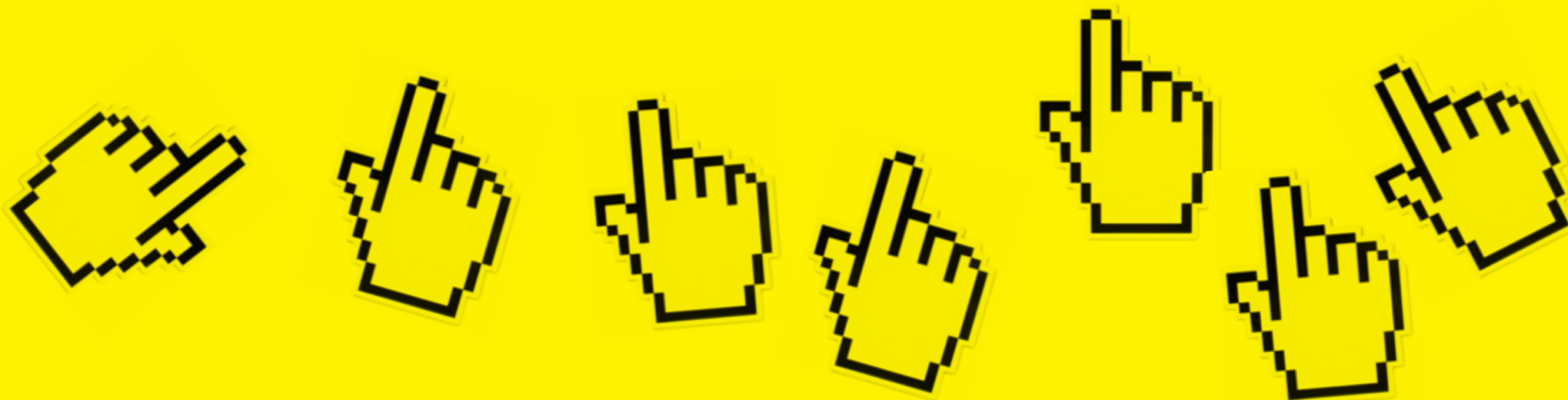
**CLICK!**



**DIGITAL IS CONSTANTLY CHANGING,  
BUT ONE THING REMAINS THE SAME.**

**IN DIGITAL, YOU ARE ON THE  
CONSUMER'S TURF.**

SO YOU'D BETTER BE **FUNNY,**  
**ENTICINGLY FRESH** OR  
**OFFER SOMETHING COOL.**



**DIGITAL CAN USE OUTDOOR,  
FACEBOOK, SITES, MOBILES.**

**BUT ALWAYS. ALWAYS.**

**THE IDEA IS KING.**



**SO WHAT MAKES GREAT  
DIGITAL?**

**HERE ARE A FEW POINTERS.**





- 1 BE SIMPLE.**
- 2 GET TO THE POINT.**
- 3 LET THEM PLAY.**
- 4 BE OFFLINE TOO.**
- 5 CREATE A BUZZ.**
- 6 LIVE IN THEIR WORLD.**

# POINT 1

## BE SIMPLE.

The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol.

Google Search

I'm Feeling Lucky

**The more complicated you are, the more likely the consumer will tune out.**

**So don't get lost in the detail.**

# POINT 1

## BE SIMPLE.



eg. **Polar Beer**

AlmapBBDO in Brazil had a \$100,000 budget in Rio Grande, home of two rival football teams.

So instead of sponsoring one, they let fans decide who got what share of the cash.

**Click by click.**

# POINT 1

## BE SIMPLE.



### eg. **Whopper Lust**

Whoppers are so lustworthy that you want to just sit and watch them. This idea created an entire TV channel on Direct TV, completely dedicated to a whopper - the longer you watch (and interact with) it, the more free Whoppers you get.

# POINT 1

## BE SIMPLE.



eg. **Uniqlo Lucky Line**

Uniqlo was opening a new store.

They decided to create a line to advertise the popularity of the store.

A virtual one.

Join the line via a tweet and get a coupon worth ¥1,000

# POINT 1

## BE SIMPLE.



eg. **Boag's Draught  
The Greatest Cup  
Never Run**

The very first Facebook 'like' race.  
All the best horses from the Melbourne Cup. Each horse has their own facebook page and the more followers they get, the faster they get propelled to the finish line.

## POINT 2

# GET TO THE POINT.



**Selling something online to your consumer is like speed dating.**

**Don't go off on one long monologue.**

**Deliver your message quickly.**

# POINT 2

## GET TO THE POINT.



eg. MacDonaldis Quarter Pounder Deluxe Banner

For MacDonaldis customers that want stuff better.

With every click, the banner gets better.



# POINT 2

## GET TO THE POINT.

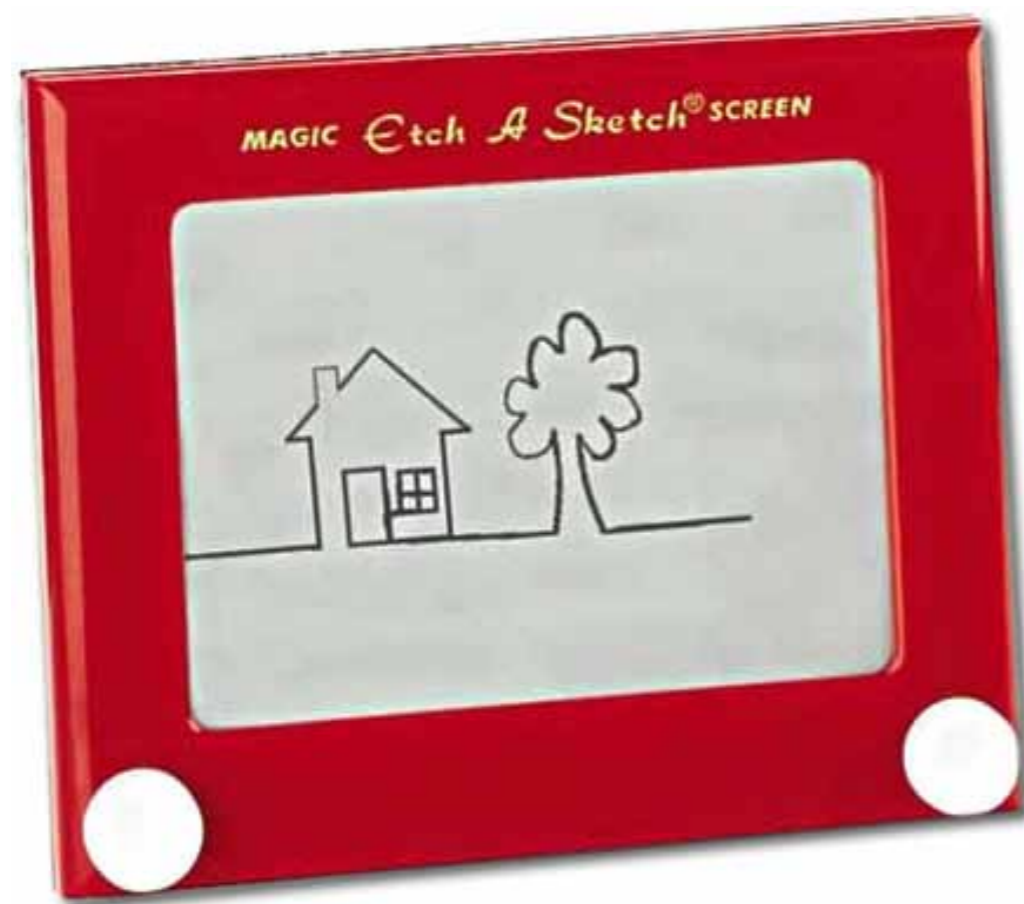


eg. **Movano Banner**

Movano is Opel's largest utility vehicle carrying up to 3,5 tonnes. It's banner offered to carry large files for you, across the web.

# POINT 3

## LET THEM PLAY.



**Give the user a chance  
to create something.  
Or play something.**

**Or both...**

# POINT 3

## LET THEM PLAY.



eg. The World's Biggest Pacman.

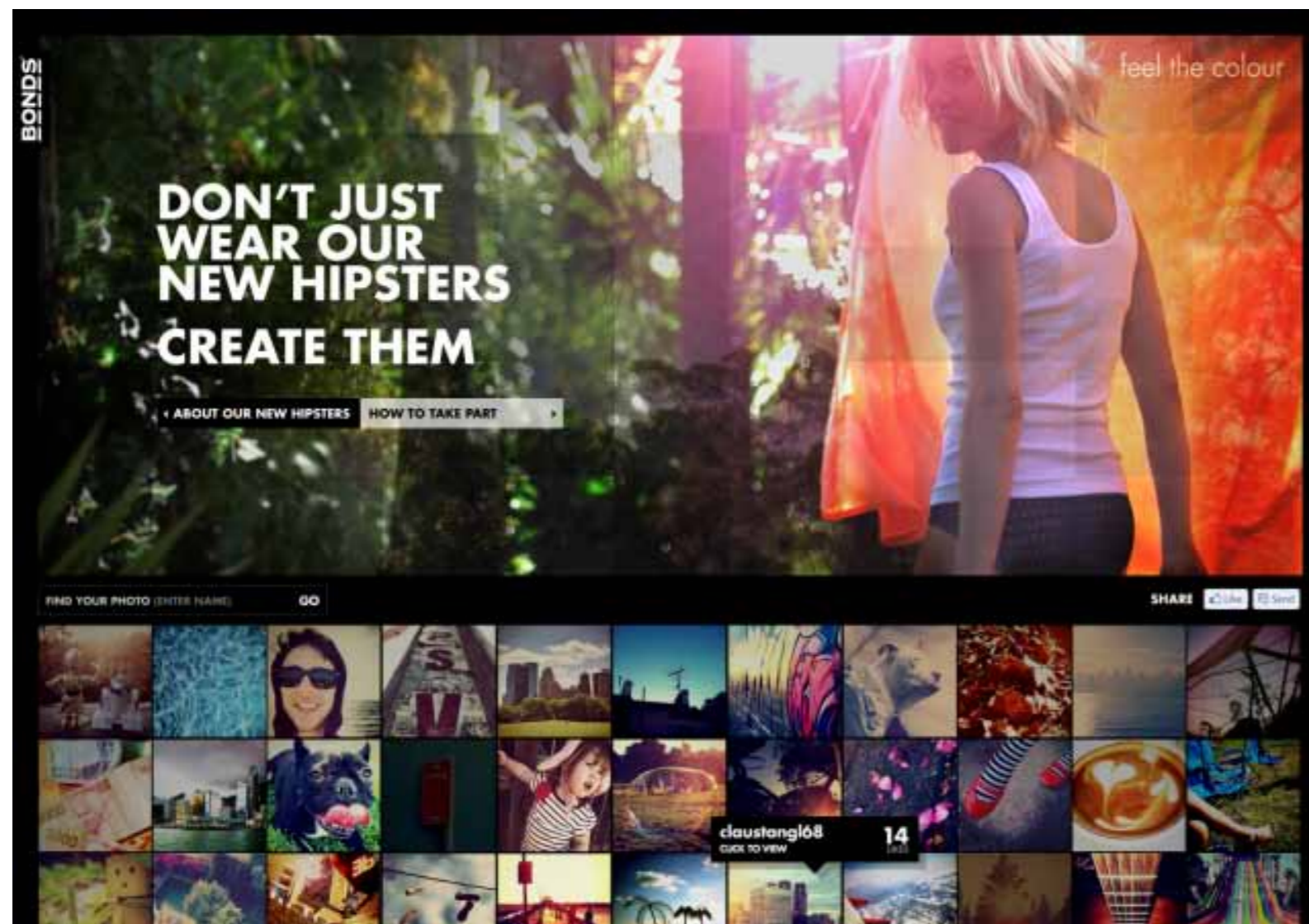
Microsoft wanted to show how fast the new iExplorer browser ran they built a game that ran the fastest on it.

People could design and play as many of their own pacman levels as they wanted...adding to a huge maze.

Over 2 million visitors.

# POINT 3

## LET THEM PLAY.



### Eg. Instagram Your Pants

To support the launch of Bonds new Hipsters, they gave users the chance to create one of three, limited edition Hipster prints by choosing a photo they think would look and feel great on a pair of Hipsters and uploading it to enter.

# POINT 3

## LET THEM PLAY.



### eg. Adidas Originals Festival

Adidas Originals let consumers create their own festival with a budget of 100k.

They choose their line-up from around 200 bands, book the venue and design the promo poster then share, share, share!

The most popular one wins a real festival experience.

## POINT 4

# BE OFFLINE TOO.



**Combining digital with something in the real world can turn the virtual world on its head.**

# POINT 4

## BE OFFLINE TOO.



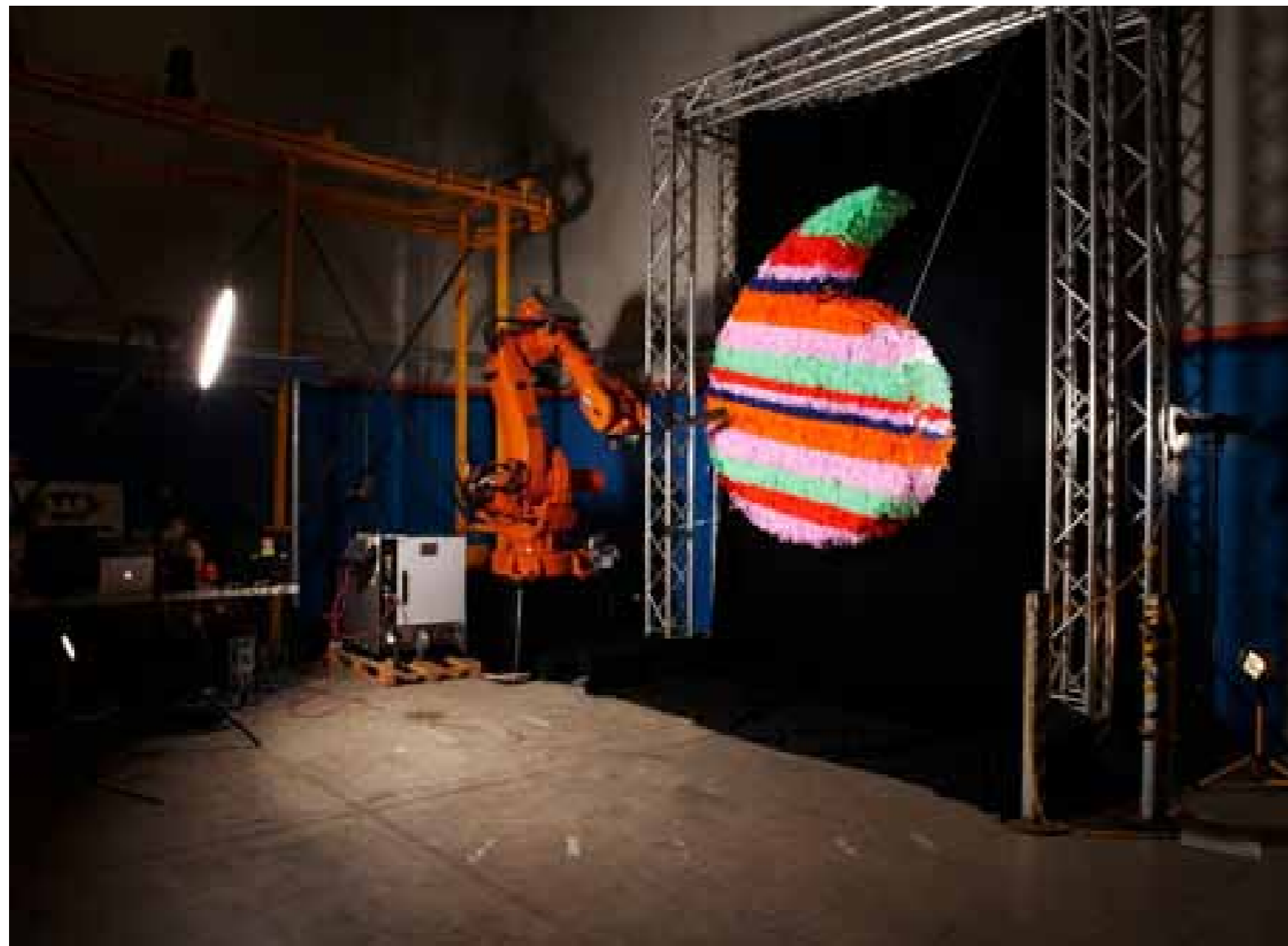
eg. **National Geographic**

A huge digital screen and AR technology allows shoppers to interact with the content they will see on the channel.



## POINT 4

# BE OFFLINE TOO.



## eg. **Vodafone Power Pinata**

Vodafone, a phone company wanted to create a buzz for a promotion, so used a Facebook App that let fans control a robot that beats the pinata. You get one hit and if you break it open there are plenty of prizes to be won.

# POINT 4

## BE OFFLINE TOO.



## eg. VW Bluemotion Roulette

The VW Bluemotion has a low fuel consumption of 0.38 litres diesel per mile.

Users could bet online when a real Golf BlueMotion would run out of fuel driving Norway's route E6 on a single tank of diesel.

## POINT 5

# CREATE A BUZZ.



Think of an explosive idea that is PR-able. Something people will talk about in and outside of traditional media channels....  
...earned media.

# POINT 5

## CREATE A BUZZ.



eg. **Change your name to Gerolsteiner.**

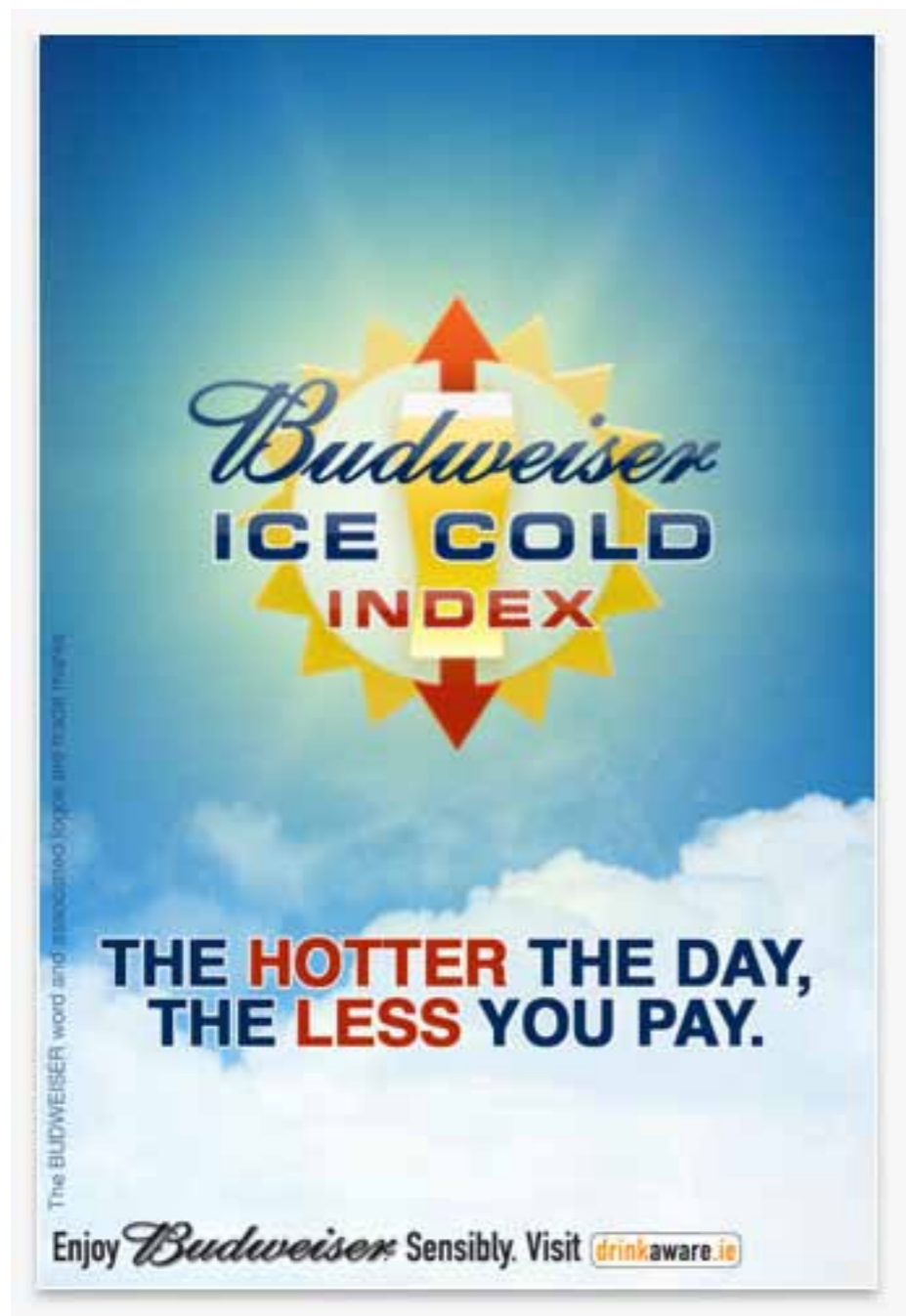
Gerolsteiner was a brand new water in Belgium. They wanted to get known fast. No one in Belgium was called Gerolsteiner.

So they offered a porsche 911 to the first person who changed his name to Gerolsteiner.

The campaign was hugely popular.

# POINT 5

## CREATE A BUZZ.



eg. **Budweiser  
Ice Cold Index**

The hotter the day, the less you pay.

Download the Budweiser application on your smartphone and get discounts or even a free beer if the weather is very hot.

**Click by click.**

# POINT 5

## CREATE A BUZZ.



## eg. Yellow Treehouse Restaurant

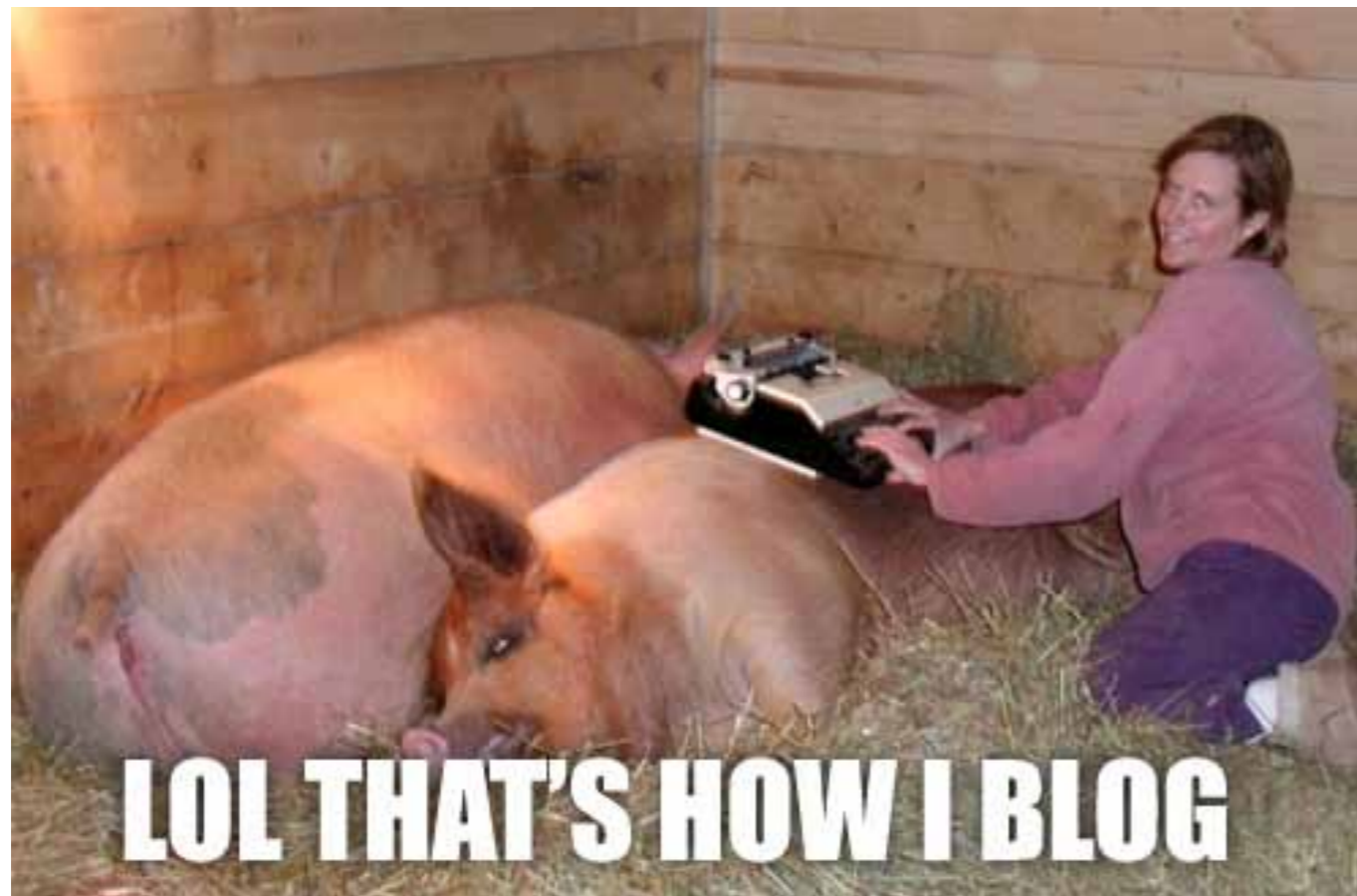
Yellow™ New Zealand put an advert on TV offering the chance for one consumer to win a project to put a treehouse restaurant into business using the Yellow Pages for everything.

The winner catalogued her progress via ads, billboards, banners, and a microsite with a blog and webcam feed.

Fifty businesses were involved in its making.

## POINT 6

# LIVE IN THEIR WORLD.

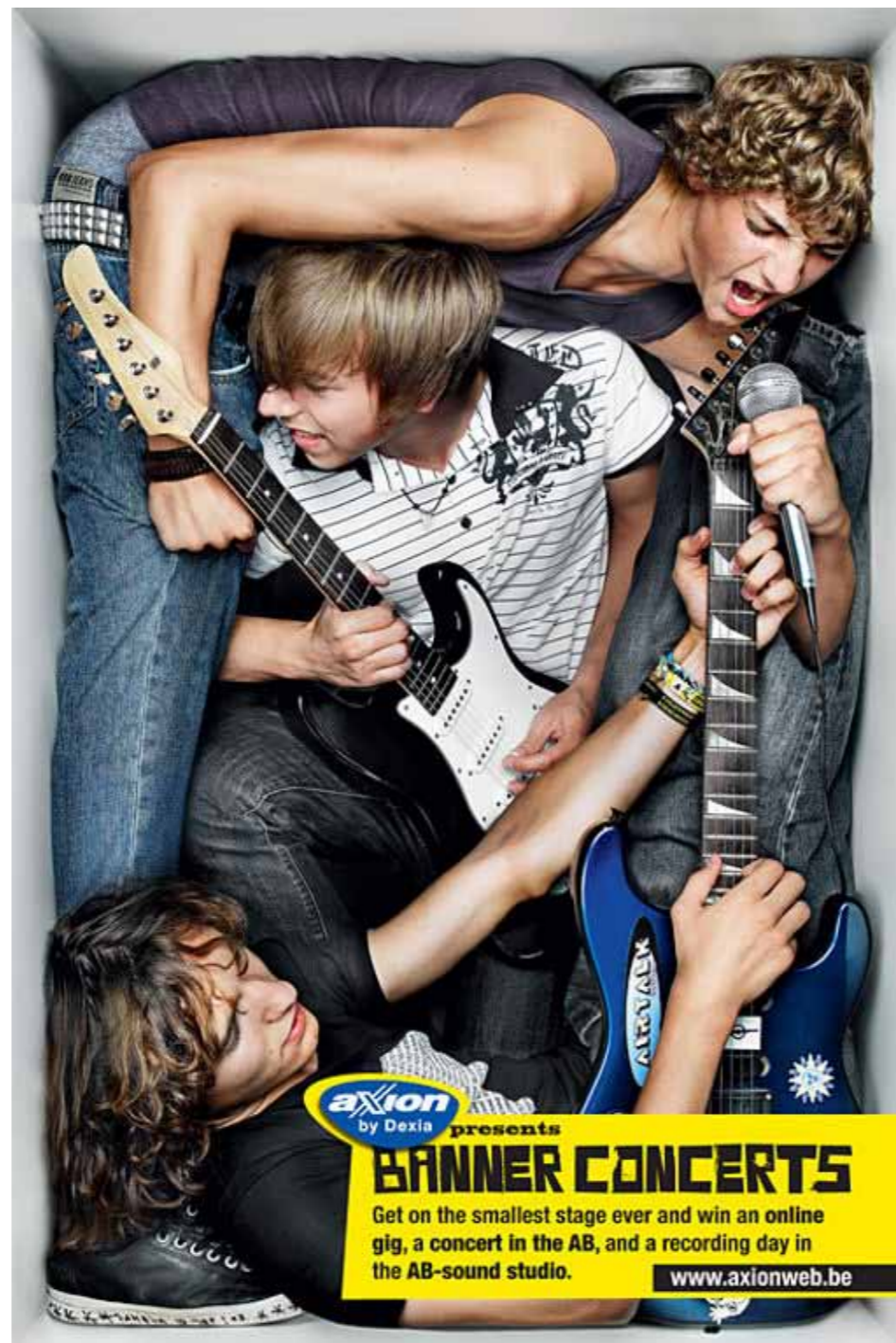


**The consumer is into stuff. Find out what it is.**

**Is it their band, their looks, their dog, their career or**

# POINT 6

## LIVE IN THEIR WORLD.



### eg. **Axion Banner Concerts**

Axion a youth bank in Belgium, focuses on the interests of 12 to 25 years olds.

They put their money where their mouth was with a campaign that invited youth bands to try and win online gigs which would be streamed live through banners on popular sites.

They launched it with famous bands, filmed in small spaces which mimicked the dimensions of banners.

# POINT 6

## LIVE IN THEIR WORLD.

### eg. Orcon Broadband Together Incredible

Orcon set out to find 8 New Zealanders to help American songwriter/singer Iggy Pop re-record 'The Passenger' live via Orcon Broadband.

200 auditions led to 9 New Zealanders hooked up with Iggy in Miami via Orcon Broadband. Auditions were called for on the Orcon Facebook page and release on the Orcon Auditions YouTube channel.



**SO THAT'S IT.  
GREAT DIGITAL CAMPAIGNS.**

**MAYBE YOU ARE THINKING  
THAT THEIR BRIEFS WERE COOLER  
OR THE BRANDS BETTER.**

**NOT NECESSARILY.**

**THERE ARE**

**ALWAYS** OBSTACLES TO GOOD WORK.

**ALWAYS** GUIDELINES.

**ALWAYS** DIFFICULT BRIEFS.

**ALWAYS** BUDGETS THAT DON'T STRETCH.

**BUT THERE IS ALWAYS A WAY.**

**THANK YOU :-)**

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