

Best Innovative Idea or Concept



2009

GLOBE

Campaign Title:
Man Vending Machine

Agency:
TBWA \ WHYBIN \ TEQUILA
New Zealand

Client:
Flossie Media Group

Overview

The Agency was tasked with launching woman's web portal Flossie.com in NZ .

They needed to show New Zealand women that the site was the place to go for whatever they were looking for. With 8 content channels, everything women needed could be found on the site. The Agency wanted to demonstrate what Flossie.com was: her personality and what she stood for, while getting women talking about the brand.

So the Agency gave away men.

Yes, real, live, single, hot men, in a variety of 'flavours', in the world's first-ever Man Vending Machine.

It was effective not only because it got people really talking (all over the world, in fact), but because it was in the right tone of voice for New Zealand women – cheeky, outgoing, fun. Not to mention the fact that by giving women free hot men as a launch stunt, we were proving that Flossie.com really does give women whatever they need.

The results? Flossie.com surpassed its 12-month traffic targets in just two months, as well as getting news and media coverage all over NZ and the world.

Objectives

- To gain awareness of Flossie.com amongst NZ women
- To demonstrate what exactly Flossie.com is – a site where women can find whatever they need



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- Get people talking about Flossie.com
- Drive people to the site to check it out

Campaign Strategy

'Whatever, you need, it's on Flossie.com'. Even men? Well, why not??

As ultimate proof that Flossie.com has whatever women need, we'd give away dates with hot single men.

Promotional Concept

The Agency created the world's first **Man Vending Machine**: an actual working vending machine, adapted to dispense **real live single men at the touch of a button**, on a busy inner city street.

Campaign Execution

- The Agency had to fill the vending machine with men. They approached a New Zealand dating website to find the most eligible local bachelors. There was a huge response, resulting in a live audition day, where the men were put through their paces (and filmed). The best men over a range of categories were chosen to be put inside the Man Vending Machine.
- They then converted an old vending machine into one that could dispense an entire man.
- On the day of the vending machine, passing Auckland women found the Man Vending Machine in a popular shopping and business area. They could select from 6 different man 'flavours':
- **Rich** – dressed to impress, to whisk a woman away to lunch at an exclusive restaurant.
- **Action** – taking a woman on a thrill seeking date on the bungee ball.
- **Romantic** - bearing flowers, will take a woman to the movies.
- **Foreign** - fashionable and worldly, with a sexy accent, taking a woman to see even more exotic creatures at the Zoo.
- **Classic** - the boy next door, who will take a woman to coffee.
- **Mr Perfect** - a vibrator.



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2009

Once a woman pressed the button, and to their great surprise, a genuinely single man emerged from inside the vending machine in a puff of smoke to take her on an instant date.

Every aspect of the event was filmed, from the building to the auditions to the day itself, and created content for web with the footage, which were posted on Youtube and Flossie.com.

Campaign Results

Since launching late 2008, Flossie.com has 212,000 unique browsers every month and over 100,000 subscribers. The Man Vending Machine page is the most-read article on the site to date.

The Man Vending Machine satisfied over 200 women, drew big crowds, got national news coverage across multiple media, and both the story and video footage were picked up on websites and blogs around the world.

Flossie.com smashed its 12-month traffic targets in just 2 months. It's now the #1 ranking network for females in New Zealand. One of their content sites, NZgirl.co.nz, is the #1 female website in the country.

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2009

Silver

Campaign Title:
Booby Wall

Agency:
**BOOM! Marketing
Canada**

Client:
Schick



Overview

Schick Quattro for Women is a driving force in the female shave category. Schick's female razors are 2nd in the shave market with a 36.6% market share (competitor Gillette has a 60.4% market share). Schick has built a strong partnership with Rethink Breast Cancer over the last 4 years. In January 2008, Schick Quattro for Women and Rethink Breast Cancer launched the Booby Wall (www.boobywall.ca), designed to educate young women about the importance of early detection of breast cancer. From the site's launch on January 10th, 2008 to December 31st, 2008, the Booby Wall was visited by 3,924,251 people from around the world.

- Breast cancer is a real and growing concern among the Schick target market, women 18-24, and breast cancer charities are considered an important cause.
- Research shows that women are confused how and when to check their breasts but early detection drastically increases the survival rate.

Overall Program Goals:

- Raise awareness of the TLC program and of Schick's sponsorship of Rethink Breast Cancer.
- Create an online campaign which will inspire, empower and resonate with the targeted female audience.
- Increase traffic to the Schick Quattro for Women site. Booby Wall Launch Targets:
 - 100,000 unique visitors
 - 500 women Participants (those who post their pictures).

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2009

Creative Idea

As an ongoing supporter of Rethink's *Touch. Look. Check.* (TLC) early detection program, Schick Canada presented Rethink with a unique, innovative and controversial idea intended to get young women to pay attention to messages about early breast cancer detection. The campaign asked women to "commit to TLC" and confirm their commitment by uploading a picture of their breasts to the Booby Wall.



Execution

Before launching the Booby Wall, the concept was tested through the development of "The Booby Booth". Schick's experiential agency created an enclosed space, equipped with a camera and computer, to allow women capture their photograph in private. In October 2007, the booth was set up at L'Oréal Fashion Week and the National Women's Show in Toronto and, with more than 420 women participating, the response far exceeded expectations. Women showed that they were excited to be part of the initiative and wanted to contribute to the cause with this personal declaration of solidarity.

After evaluating the Booby Booth test, the following strategies were developed:

Online

- Booby Wall was selected as the name to ensure the tone was non-medical and cheeky.
- The site visually aligned with Rethink Breast Cancer (using Rethink's colours and produced with Rethink's approval) but prominently showcased Schick Quattro for Women's support for this cause. It was important to keep it edgy, yet approachable, for women.
- Women were encouraged to show their breasts fully-clothed, in a bra or topless and had the option of adding their first name, comments or a dedication. This created an open, inviting environment to encourage all women to familiarize themselves with the TLC program, begin or share her journey of breast awareness, and join in the Booby Wall community.
- The site copy was designed to be friendly, modern and easy to understand. The flash introduction featuring high impact copy clearly set the tone for the campaign: **"This is not spring break. This is not Maxim. This is beautiful. This is something 2 live 4."**
- Images uploaded were monitored to ensure that they were tasteful and anonymous. It was built with a time delay so that all photos would be vetted and cropped of identifying features, if necessary, before being posted. In order to maintain privacy, there were no identifiers attached to any image and no image could be bookmarked or individually downloaded.

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PR

- A variety of media outlets were sent a slightly controversial, attention-grabbing news release that linked them directly to the Booby Wall site via Canada NewsWire.
- Rethink spokespeople were prepped for interviews and given key message and Q&A documents to ensure message consistency and that the anticipated, difficult questions were carefully addressed.

Results

- Within an hour of the NewsWire posting, the press release had been posted on several sites and blogs, and mentioned in the media from Reuters to CanWest to CBC.
- Booby Wall traffic:
 - **Within 12 hours of the launch: 46,580**
 - **At 24 hours: 80,000**
 - **By December 2008: 3,924,251 and 6,700 photo uploads and visitors from around the world (far exceeding the campaign goal).**
- Unique visitors are at 83%.
- Pages visited/downloaded – there are 4 pages to the site and page views are at 8.9 million.
- More than 73,900 visits directed from the Booby Wall site by December 2008. The previous 12-month total site traffic for Quattro for Women was 16,500 visits.

Rethink Breast Cancer Site:

- Number of unique visitors in January was more than 15,000, doubling its December traffic.
- Canadian media coverage from the launch generated **more than 62.4 million impressions** (impressions calculated using audited data from the CPRS MRP system).
- **Between January 10-19, there were 62 Canadian news stories** including stories filed by CanWest and Reuters, plus the front page of Toronto's 24Hours, Yahoo.ca's homepage, the National Post and many more.
- The story was picked up around the world. Coverage appeared on major U.S. web sites from the Washington Post to ABC.com.
- The cost per contact for the launch was significantly less than \$0.01.

Click-through rates and email open rates are not applicable. This campaign was not supported by any online media or mass emails.

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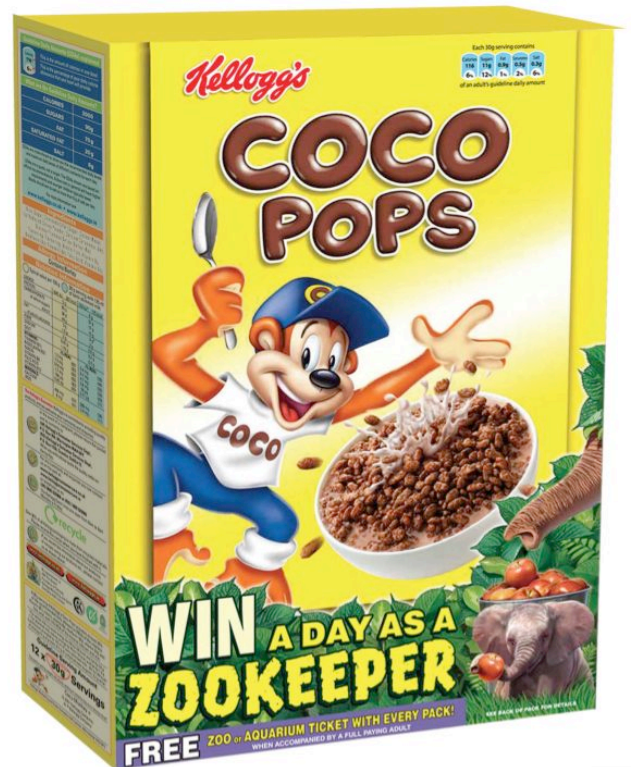
2009

Bronze

Campaign Title:
Kellogg's Zookeeper

Agency:
**Blue Chip Marketing
(Manchester), UK**

Client:
Kellogg Company GB Limited



KELLOGG'S ZOOKEEPER CAPTURES THE NATION'S HEARTS

The response to Kellogg's recent Zookeeper campaign was a real stamp of approval for their move away from the latest TV or film tie-ins for their kids and family cereals.

Finding new ways to communicate to their heartland audience whilst keeping the offers exciting for kids, was always going to be a challenge.

The partnership with zoos proved that it could be done. Kids were offered a range of unique prizes from animal ringtones to the chance to be a zookeeper for the day. Mums were reassured by the health and educational benefits of the campaign and won over by the solid value of a free zoo pass with every pack (worth £15).

According to Client Services Director, Rob White, the campaign really captured consumers imaginations. "Consumers really engaged with this campaign as they felt it was a refreshing change from wall-to-wall licenced promotions".

No surprise then when Kellogg's sales increased by 76%.