

Best Digital Communications Campaign



2009

GLOBE

Campaign Title:
AT&T Team USA Soundtrack

Agency:
**The Marketing Arm
USA**

Client:
AT&T



"Team USA Soundtrack Print - Piano"

AT&T brings it all together for customers, from the revolutionary iPhone to next-generation TV services and solutions for multi-national businesses.

As an official U.S. Olympic Team (Team USA) sponsor, AT&T negotiated in-broadcast, 40-second primetime features on each of the 15 core nights of the 2008 Summer Olympic telecast. This opportunity provided a great vehicle for AT&T to connect with Olympic viewers but also presented many sizeable challenges for the Brand:

- AT&T's 18-24 year-old core audience is younger than the traditional Olympic viewer – creating the need to build a multi-faceted program to extend beyond Olympic coverage, draw in younger consumers and inspire them to take action
- AT&T's competition included every major Olympic sponsor fighting for attention during two weeks of coverage.
- The program needed to seamlessly integrate into the environment and tonality of Olympic programming in order to receive the critical endorsement of both NBC and Team USA.
- AT&T would be judged by the public not just on program benefits, but on how well AT&T helped Team USA achieve its goals.

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Promotion Objectives

- Create awareness of AT&T's sponsorship of Team USA –within and beyond traditional Olympic coverage.
- Drive consumer engagement with AT&T products and services by generating the set target of music downloads (online or mobile phones)
- Make a sizable donation to Team USA through consumer participation.

Execution

Partnering with Team USA and NBC, AT&T launched the AT&T Team USA Soundtrack – featuring “never-before-heard” tracks from 16 of the nation’s hottest artists including 3 Doors Down, Chris Brown, Goo Goo Dolls, Sheryl Crow and Taylor Swift.

- **New Music** - One new song from the AT&T soundtrack was highlighted each night during primetime coverage (on NBC and Telemundo) accompanied by a video montage of the day’s key moments for Team USA.
- **AT&T Downloads** - At the end of each in-broadcast feature, consumers were driven to download the songs, ringtones and answer tones through AT&T products and services. All proceeds went to support Team USA.
- **Music Videos** - Full-length feature music videos featured U.S. Olympic athletes and were made available through AT&T’s Olympic website, WAP site (mobile), U-verse (IPTV) and in AT&T retail stores.
- **Primetime Coverage** - AT&T worked with NBC to arrange the world premiere of the music video “The Champion in Me” (3 Doors Down) to appear during America’s Got Talent and coordinate an appearance by Sheryl Crow on the Today Show the Friday prior to the Games.
- **Media Blitz** - By providing exclusive “behind-the-scenes” content of artists and athletes, the story was spread through top print and broadcast media outlets and became a hot DJ chatter item.
- **Viral** - Consumers helped spread the word by uploading music videos to YouTube and discussing the program in blogs, Facebook and MySpace.
- **Donation Announcement** - A final media tour with Michael Phelps and Norman Bellingham (U.S. Olympic Committee COO) announced a \$1 million donation to Team USA through consumer downloads of the AT&T Team USA soundtrack.

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Silver

Campaign Title:
This is not a Jersey / AdiThread

Agency:
TBWA \ WHYBIN \ TEQUILA
New Zealand

Client:
Adidas New Zealand /
New Zealand Rugby
Union



Overview

Never before had sports fans had such an interactive and tangible way in which to become a part of their favourite team.

This promotion would literally stitch the fans into adidas product and All Black history, deepening the relationship between the fans, adidas product, and All Blacks team.

Additionally, we were giving the new generation of fans a special memory and affinity for the adidas brand they would carry with them for the rest of their lives.

Campaign Background and Objectives

Background

In 2007 the adidas sponsored All Blacks suffered the most unexpected defeat at the Rugby World Cup. The challenge was to reconnect a disillusioned fan base with the team and strengthen adidas' brand position in the process.

Objectives

To do this we needed an idea that would get fans closer to the All Blacks by registering their support in a new, innovative and disruptive way.

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Campaign Strategy

The insight was that the strength of the fans relationship was in the enduring power and legacy of the All Black jersey. The promotion was an integrated campaign where the jersey itself became message and medium.

Promotional Concept

An interactive promotion invited fans to sign a virtual jersey thread. In a world first we then used nanotechnology to imprint the names on to a real thread to be sewn into the captains jersey.

Alongside this was a unique chance for babies born on a 2008 test match day to be gifted a special All Blacks jersey, capturing a new generation of fans.

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Campaign Execution

The campaign launched with print, poster, POS and in-stadium film highlighting how each player felt about the famous black jersey, directing fans to www.thisisnotajersey.com.

The centrepiece was adiThread. It was here you could register your name – and your own personal mantra if you so wished – to be imprinted onto a single thread of captain Richie McCaw's jersey, using nanotechnology.

You could also proudly upload and display pictures of your new born in All Blacks gear, as well as register your baby for a free All Blacks jersey if born on the day of a test match.

Communication Media

- Press, Magazine
- POS, Outdoor, Adshels, Busbacks
- In-stadium film
- Rich Media web banners
- Website



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Campaign Results

The campaign took on a life of its own generating blog stories around the world and over 25,000 google results.

The New Zealand media ran the campaign as the lead story in the primetime news bulletins and it made the front section of the major metropolitan newspapers.

Quantitative Sales Gains or Results

The website generated traffic from over 150 countries.

Interest in the All Blacks was restored with research showing 18% more fans expressing interest.

Ultimately, almost 10,000 fans got to have their name nano-imprinted into a piece of All Black history.

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Bronze

Campaign Title:
Power of the Letter

Agency:
**Civic Entertainment
Group
USA**

Client:
HBO



In March 2008, HBO, the leading premium cable network with 40 million US subscribers, premiered its largest production ever: the 8-part original miniseries, John Adams. John Adams was HBO's most important program of the year -- intended to drive ratings, win awards and assert HBO's reputation for consistently creating smart, landmark television events.

HBO forged a partnership with the US Postal Service that performed on every level – an ideal creative fit with an American institution delivering unmatched consumer reach.

“This is best contextual connection to the Postal Service's business that we've ever seen in a marketing promotion.” (A. Bizotto, CMO, US Postal Service)

Overview

To attract the broadest possible audience, HBO needed to make the miniseries relevant and accessible to consumers. The campaign sought to highlight John Adams as one of the most important figures in U.S. history, relevant today given his profound leadership in founding the country. Simultaneously, the campaign would highlight his relationship with his wife and family.

Tactics needed to break through the clutter and yet be appropriate to the subject matter and respectful to the history.

The USPS strategic partnership aligned HBO with one of the most ubiquitous public institutions in the country (more retail locations than Wal-Mart and Starbucks combined); and the creative connection with letter-writing showcased Adams' humanity and love affair with his wife, Abigail, recorded in the 1,100+ letters they exchanged, all delivered by USPS.

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Objectives

- Drive viewership for John Adams
- Propel HBO's media campaign (print, online, outdoor) for the mini series
- Build buzz and press coverage to extend the reach

Strategy & Tactics

John and Abigail Adams exchanged more than 1,100 letters — and the U.S. Postal Service delivered them all. That made the Postal Service a natural and novel partner for HBO.

“The tremendous scope of U.S. Postal Service presented a compelling opportunity to extend our marketing communications beyond traditional advertising platforms. When considering the prolific letter-writing of John and Abigail Adams, we saw no better partner with such organic fit,” said Zach Enterlin, HBO's VP-Advertising and Promotion.

RETAIL: Six-foot movie-poster standees and window clings in 12,765 post offices serving 7MM customers a day – a traditionally uncluttered retail space, with more consumer reach than Wal-Mart and Starbucks combined.

DIRECT MAIL (of sorts): An Adams quote “Let us dare to read, think, speak and write” appeared as a special cancellation postmark on 3.3 billion pieces of mail with the promotional URL – a first in Postal Service history. The quote and URL also ran on 225 million post office receipts nationally – another first.

ONLINE: One week leading up to the premiere, “Power of the Letter” took over the home page at USPS.com (1MM visitors a day), with a presence on USPS.com for a full month via feature banners on the homepage.

VIRAL: Free greeting cards encouraged consumers to hand-write notes to loved ones. PowerOfTheLetter.com offered six cards with Adams quotes and HBO key art; users could customize with their own photos and words. Cards were mailed to consumers to hand-write a personal note and then mail off, postage free.



IN-SCHOOL: “Power of the Letter” featured in a four-page feature spread in Time for Kids, distributed to 1 million high school and college students and 20,000 teachers.

The Postal Service used the partnership to promote letter-writing and extend its own \$30 million image ad campaign “Today's Mail.” Collaborating with a leading entertainment brand enhanced USPS' own reputation, reinforced its image, and delivered added value to its customers in a unique, exclusive way.

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Results

Drive viewership for John Adams Highest-rated HBO original film in four years

- 4.7MM viewers
- 11.1 household GRPs
- 5.2/8 – premiere
- 5.6/8 – episode 2

Propel HBO's media campaign (print, online, outdoor) for the mini series

Over 3.8 billion impressions worth \$3.53 million – using bartered assets alone:

- 331 MM retail impressions at 12,765 post offices
- 52.4MM online impressions at USPS.com
- 3.3 billion pieces of first-class mail
- 225MM customer receipts

Build buzz and press coverage to extend the reach.

National press coverage including The New York Times, Washington Post, Forbes.com, USA Today, Boston Herald, CNBC.com, International Herald Tribune, Detroit Free Press.

Blog coverage among philatelists, history buffs, general consumers (including new viewers for HBO)

Summary

Originality: HBO had the first branded postmark in history with a promotional URL. The Postal Service took this unprecedented step because of the absolutely perfect fit with John Adams. Together, the brands delivered their message nearly 4 billion times in a completely unique way.

Execution: Huge retail reach with movie-quality retail displays, groundbreaking promotional messaging on 3.3 BILLION pieces of mail, extensive, glowing press coverage, blockbuster ratings for John Adams.

Results: More than \$3.5 million worth of impressions, using bartered assets alone. Press coverage across the country and as far as Japan. HBO's best ratings in four years for an original film.

Building the Brand: Only HBO could produce an epic significant enough to appear on the mail. The massive scale and creative quality of "Power of the Letter" suited the scope and grandeur of John Adams, which dominated the Emmys with a record 13 wins.