

Best Event or Experiential Marketing Campaign



GLOBE

Campaign Title:

American Express Presents Dinner in the Sky

Agency:

MaClaren Momentum, Canada

Client:

American Express Canada

Overview

The American Express Card continues to carry the caché of privilege. This image is reinforced by “Ultimate Access” programs such as Early on Sale, Front of the Line and other Cardmember advantages. To expand its market, Amex Canada Inc. is shifting its communications emphasis from a Cardmember focus to a Prospect focus.



The strategy includes driving reappraisal by generating consumer demand via pull programs, and generating awareness, relevance and desire for the brand. The opportunity existed to present the premier of the Dinner in the Sky experience in Canada. This never-been-done-before event offered a taste of “Access” to Prospects by providing an exciting and unique experience.

Campaign Objectives

The objectives for Amex’s Dinner in the Sky were:

- Drive reappraisal by generating consumer demand via a pull program.
- Generate awareness, relevance and desire for the brand.

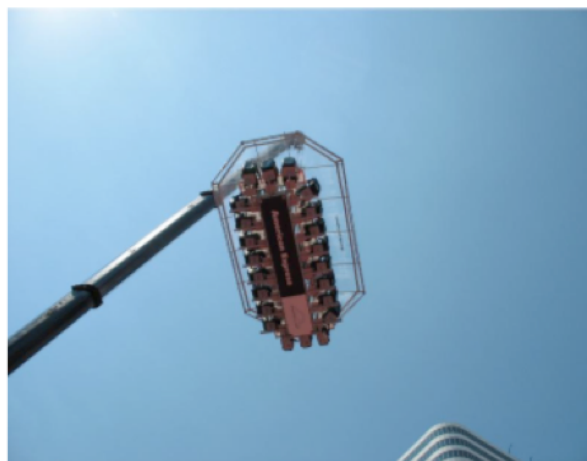
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- Demonstrate the concept of “Access” to prospects in a tangible manner, specifically providing a great experience around a key Prospect passion point, dining.

Campaign Description

Planning for Dinner in the Sky began in April, 2008. This would be an innovative, buzz-worthy and unmatched event – a dining experience 150 feet above downtown Toronto at Dundas Square. Twenty-two lifts were planned, featuring gourmet cuisine and appearances by celebrity chefs. The event was scheduled for July 2nd and 3rd, 2008, strategically timed to launch Amex’s annual Summerlicious Dining Access program.



On June 24th, reservation hotlines opened immediately after an e-mail blast via Front of the Line e-Updates (102,000) and Cardmember list (160,000). Cardmember seats were filled within 3 hours, and General Public Seats filled in 6.5 hours. Hits to thewww.americanexpressmyplanet.ca hub page spiked 7,000% on the first day of the hotline.

Banner print ads ran in Globe and Mail, National Post and Toronto Star on June 25th & 26th. In addition to the paid ads, the event was covered in articles in the Toronto Sun on June 25th (print & online), National Post on June 28th, and Globe and Mail on July 1st (print & online).

On the first morning of the event, there was broadcast coverage in a Global News Morning segment, as part of a partnership with CanWest. Also that morning, a Street Team distributed 5000 promo cards in the downtown business district.

At Dundas Square, a VIP lounge with complimentary non-alcoholic refreshments was provided at ground level for those awaiting their seating. Prospects had access to a 30-minute, 1-course table lift. This was a great opportunity for Prospects to sample the brand and experience what it is like to be a Cardmember.

Cardmembers had additional VIP treatment: a 1-hour, 3-course table lift, Valet Parking and access to standby seats on-site for themselves and a guest. Each lift had 2 seats reserved for standbys. A special lift was arranged for Amex high value Cardmembers, hosted by Denise Pickett, President and CEO of American Express Canada.

There was also a Green Screen Photo Experience – the chance to “star in your very own Amex ad” which engaged the public with the brand advertising campaign. Every diner also had a souvenir photo of the experience taken upon touchdown.

The first two lifts on Day One targeted media and PR, starting at 12:30 PM. There were nine lifts, with the last beginning at 9:45 PM. Day Two saw 13 lifts, beginning at 7:00 AM and ending at 6:30 PM. This included a Breakfast Television lift at 7:55 AM.

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Results

Pre-Event

7,000% increase in visits to www.americanexpressmyplanet.ca on June 24th (12,732 visits)

Toronto Sun June 25th print and online: 1,104,799 impressions (unpaid)

Globe and Mail July 1st print and online: 2,222,975 impressions (unpaid)

Global News Morning Segment July 2: 220,000 impressions (unpaid)

Event

Event was sold out. 35 media outlets and bloggers attended:

Print (National Post, Globe and Mail, Toronto Sun, Marketing Magazine, Toronto Star, Toronto Life, More Magazine, Wish, Glow, Canadian Press);

Broadcast (ET Canada, CFRB-AM, Toronto Living/Toronto Dining, Global TV, CityTV, CBMF-FM, CH TV, E! News, Breakfast Television, Q107, UberGuide, MTV, CTV);

Online – General (Toronto.com, Canoe.ca, Suite101.com, Sympatico/MSN, Torontoist);

Online – Blogs (BlogTO, CheapEats Toronto Blog, Shedoesthcity, Topleftpixel, Photojunkie, TasteTO)

Breakfast Television broadcasts live segments from the table– July 3 am

Walk-by spectators – 10,000 over 2 days

Testimonials collected - 100% positive

Green Screen photo experience open to the public, “Star in your own American Express ad” directly engaged the public with the brand advertising campaign

Front of the Line e-Update sign-up opportunities for public

Card acquisitions team on-site: 56 new card acquisitions over 2 days

Post Event

Overwhelming Press coverage.

33,533,480 impressions with traditional media .

Full page articles in all major dailies (National Post, Toronto Star, Globe & Mail) and all major broadcast news, radio and online outlets.

Non-traditional media coverage included 21 blogs, 3 YouTube posts with 1,259 views, 112 Flickr image posts and 30 tweets on Twitter with 75,462 readership (Flickr plus Twitter).

Traditional media qualitative: 76% Amex mentioned; 95% key message inclusion. Of articles mentioning Amex, %100 were exclusive. 100% of coverage positive in tone. Overall MRP score of 86%.

Blogs qualitative: 66% Amex mentioned; 88% key message inclusion; 83% image or photo inclusion; 66% included a link or call to action; 100% positive in tone. Overall score of 80.6%.

Digital: 3 YouTube posts with 1,259 views & 34 Flickr image posts with 9,965 views as of 7/25

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Silver

Campaign Title:

Coca-Cola light Sampling: Live Vending Machines

Agency:

Action! Agency, Russia

Client:

Coca Soft Drink Consulting

The Challenge: Stimulate brand preference within key consumption occasions - at work, leisure out of home, on-the-go.

The Solution: 'Live' Vending Machines – Machines which gave out samples to consumers literally by human hands. Sampling execution via 'Live' Vending Machines transformed a brand message 'make your conscious choice' into brand experience. In order to get a refreshing Coca-Cola light sample, consumers made their choice by pressing one of six buttons on the machine – 'enjoy the flavour', 'minimum calories', 'original ideas', 'refreshing break' and others. As soon as the button was pressed, human hands appeared, opened the chilled product sample and gave it away to an excited consumer.

The Results: 1,000,000 samples were given out to customers in 4 cities using 5 channels in 243 unique locations. The cost per contact in the executed campaign was only 3% higher than if the sampling would have been executed in tradition way.



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Bronze

Campaign Title:
Nickelodeon's Slime Across America

Agency:
Oasis, USA



Client:
Nickelodeon

Marketing Overview

With increasing competition from networks like Disney Channel and Cartoon Network, Nickelodeon needed to demonstrate their brand value not only with their core audience of kids and tweens but with cable operators,



advertisers and consumer products licensees as well. Nick is for kids and rule-breaking and mess-making have been part of the Nickelodeon brand philosophy since the network's inception. With shows like the Kids Choice Awards, Nickelodeon began to use "Slime" as an honor bestowed on celebrities that kids love. Getting slimed became the ultimate prize for kids on Nickelodeon game shows like Family Double Dare. In 2008, Nickelodeon decided it was time for a collective reinforcement of the brand's commitment to kids and a celebration of the most iconic element of the network's brand identity: Slime.

Objectives

- Bring an authentic Nickelodeon experience to kids and families in top DMAs across the country.
- Provide kids (K6-12, T9-14) with a hands-on interaction with Slime right in their own backyard.
- Reinforce Nickelodeon's role as a key player in the music arena for kids and tweens through partnership with Sony BMG.

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- Promote convergence across Nickelodeon's consumer products, digital and television properties.
- Provide a marketing vehicle for sponsors and affiliates to promote their brands and products.

Strategy & Tactics

The 15-city grassroots mobile marketing campaign focused on consumer-driven events at high-profile outdoor locations such as Chicago's Navy Pier and LA's Venice Beach. A fully interactive, 18-wheel Slime Mobile featured five sliming stations and played host to Nickelodeon-style game shows. Free, live performances with Nickelodeon / Sony BMG musical artists like Menudo, Tiffany Evans and The Naked Brothers Band generated media interest and drove traffic to events.

An open-air Nickelodeon festival area seamlessly integrated the network's on-air and online priorities with branding and program-themed activities such as Star in Your Own iCarly Video, The Naked Brothers Band Karaoke and a Nick.com game zone. Between performances, kids could visit the Slime Mobile's Virtual Sliming Zone where they could digitally capture their own sliming moment. Every kid who participated in one of the festival activities received a Slime Pass to use at home to download their videos at the official Slime Across America website. Product giveaways, premiums and enter-to-win contests created additional awareness for Nickelodeon consumer products, program specials, feature films and recreation properties.

Promotional tie-ins with advertising partners such as Cheetos' Cheesiest, Messiest Summer Ever on-air sweepstakes and TRAX Obstacle Course provided one-on-one interactions with target consumers. Consumer products partner JAKKS Pacific let kids test out new slime-themed consumer products and distributed premiums to promote their summer product launch. Affiliate partners such as Comcast and Time Warner promoted products and services on-site and helped drive traffic to local events through cross-channel television spots.

To further ensure strong attendance and in-market brand visibility, Nickelodeon blanketed venues and cities with posters and flyers, dispatched street teams and conducted media outreach to local broadcast and online outlets. Honorary slimings of local government officials, radio, television and sports personalities sparked local media interest and generated post-event coverage.

Results

- The 15-city tour reached over 30,675 kids, tweens and adults and dispensed more than 345 gallons of slime in the process.
- Kids recorded over 3,000 user-generated videos with a 38% retrieval rate at Nick.com. and 47% forwarded their videos to friends.
- Over 30,000 Nickelodeon and sponsor premiums were distributed.
- 5,311 kids raced their way through the Cheetos TRAX Obstacle Course and over 7,716 kids practiced their sliming skills with the JAKKS Pacific Super Slimer.

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- Public relations efforts generated over 20MM impressions across print, broadcast and online media outlets including the Chicago Tribune, LA Times and New York Times.
- Local cable affiliate partners aired a total of 2,800 television spots promoting the events in 15 markets.