



Inspiring
People,
Exceptional
Results

Inspiring People, Exceptional Results

Brands' relationships with their consumers have never been more important. Creating an authentic relationship is crucial to deepening consumers' involvement with them.

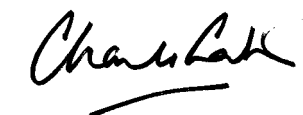
We help make this happen by combining consumer insight, creativity and smart execution to build powerful engagement ideas driven by the intelligent application of data.

Our role is to enhance those relationships, making them richer and more attractive to the consumer, while ensuring that our clients meet their commercial objectives.

Today's media environment has irrevocably changed, and we have worked hard to bring about change in our approach to it. The choice is no longer between traditional and digital. It's about balancing paid, owned and earned media. It's about planning and buying based on immediate consumer response, not arbitrary schedules. It's about interpreting the idea through multiple forms of content, not just a single execution.

The 11 campaigns in this short book prove without a doubt that Active Engagement delivers exceptional results and outstanding value for our clients. None of this would be possible without the inspirational work of our people. Nor would it be possible without our clients who give us the opportunity to develop new ways to communicate their brands.

I hope you enjoy the work.



Charles Courtier
Chief Executive Officer, Global

Last-minute winner

We re-energised a chewing gum sponsorship by linking the brand with the drama of added time in top flight football

The challenge

A three-year sponsorship of the English Premier League was underperforming for Wrigley's Extra chewing gum. Our brief was to drive sales by creating a relevant and ownable space within football that would build brand engagement amongst fans.

Our insight

In football, amazing things happen in added time – the few minutes added on by the referee at the end of the game. Proportionally, more goals are scored per minute during this period, and these crucial goals often determine matches and, ultimately, league positions. It's also when TV audiences peak. We saw the opportunity to link this drama with chewing Wrigley's Extra.

Our solution

We created *Extra 90+*, a campaign to encourage fans to associate the passions and emotions of added time with Wrigley's Extra. It was the first time a brand has taken 'ownership' of a specific time period in British sport. We worked with 11 Premier League clubs and the leading national sports radio station to dominate the stadia during added time via digital perimeter boards, big screens and live branded mentions within the match commentary. Teddy Sheringham, famous for scoring during added time to win the UEFA Champions League, was our spokesman and Wrigley's donated £1,000 to Football Aid for every goal scored in added time. The sunonline.co.uk hosted a microsite to engage fans through competitions, trivia and content, helping them re-live their memorable added time moments.

The results

- 2.7 million extra packs sold
- Spontaneous sponsorship awareness of Wrigley's Extra overtook Lucozade Sport, the longest-running Premier League sponsor

Opening Windows for business

We created an innovative real-time platform to gather immediate and ongoing user feedback on the launch of Windows 7



The challenge

Previous launches of Microsoft's Windows operating system have frequently been marred by the almost immediate discovery of glitches and bugs by IT professionals and software developers. For the launch of Windows 7, Microsoft asked us to find a way to avoid this problem, and to generate sales opportunities.

Our insight

IT professionals and software developers tend to be skeptical of manufacturers' marketing communications, preferring instead to rely on the opinions of their peers.

Our solution

We recognized that we had to dispel the perception that Microsoft launches products in isolation of customer feedback. To achieve that goal, we needed to give the IT community an immediate means of airing their views in order to generate real-time user feedback that was relevant, discoverable and authentic.

We took the learning from previous launches and created a genuine first by creating a live open source platform – called *Feeds* – to pull in real-time, multiple sources of customer conversation and feedback.

We used a combination of paid, owned and earned media to make the IT community aware of the *Feeds* platform and how they could use it to share content and opinions related to the launch. To further facilitate engagement, we enabled multi-channel communication including mobile SMS, blogging, Twitter and at-event promotion via big screen, postcards and SMS alert.

The results

- Over 10,000 sales leads in two months
- 500,000 messages posted to *Feeds* within five months
- All 65 launch events fully booked in four days



Sony Ericsson

Spoofing the best of US TV

For the launch of a new Sony Ericsson phone, we created a playful spoof that cleverly hijacked the attention of our young target audience



The challenge

In France, Sony Ericsson's new W995 cell phone contains embedded episodes of leading US TV series *Lost* and *Grey's Anatomy*. Our challenge was to launch the phone with an innovative campaign to engage young people and show that Sony Ericsson is the leader in mobile entertainment.

Our insight

Big-budget US TV series are very popular with young French people, who frequently go online to download these shows illegally via peer-to-peer networks. By contrast, French TV shows look amateurish.

Our solution

Our solution was to highlight this contrast between French TV shows and the great shows on the W995. So we created two high quality films imagining what the US series *Heroes* and *CSI* would look like if they had been made in France. Although these parodies were high quality, the acting, dialogue and production deliberately mimicked the worst values of French TV drama.

We targeted the video platforms used for illegal downloads, where visitors looking for US shows were redirected to our films which were hosted by legal video sites such as Dailymotion. The strapline on our site was: *The worst TV series are here...the best are embedded in the Sony Ericsson W995.*

The activation was supported online by digital PR (video websites and bloggers) and offline by a major outdoor campaign, involving posters and flyers—all driving consumers to a dedicated website featuring the W995.

The results

- Sales 40% above target
- 147 million page impressions
- 371,000 video views on Dailymotion

The challenge

Whiskey and beer are the most popular alcoholic drinks in Uruguay. So Bacardi has to work hard to win market share for its rum-based products. The challenge was to build brand awareness and grow sales by creating a campaign to engage young adults – within tight budgetary constraints.

Our insight

Young Uruguayan adults love to mix with old and new friends, to have fun and share experiences.

Our solution

The previous year, Bacardi had run a TV campaign based on the idea of mixing – mixing people, mixing drinks. They wanted to extend the theme of mixing but without the expense of a TV commercial. Our solution was to stage two exclusive *Mix-Parties* and to harness the power of social media to generate excitement and enthusiasm around these events.

We used Facebook to build a guest list for the parties. Over half of all young adults in Uruguay have a profile on the social networking site, which is the country's second most popular online destination. We asked consumers to sign up as fans and send in pictures of themselves and four friends to enter a raffle for a party invitation.

The event activation was seeded initially through radio and TV program integration, driving would-be partygoers to our site, where they could chat, have fun, win prizes and make new friends as if they were at a virtual Bacardi party. The lucky winners were invited to the exclusive *Mix-Parties*, where they enjoyed dancing, chatting and meeting new friends. The events subsequently generated plenty of valuable online buzz and positive word of mouth for the Bacardi brand.

The results

- Year-on-year sales increase of 148% in November and 37% in December
- 1,500 fans in one month

SOCIAL WHIRL

WE USED SOCIAL MEDIA TO ENGAGE YOUNG ADULTS WITH A LOW-COST DRINKS CAMPAIGN IN URUGUAY



The challenge

Goldfish is a long-established US cracker brand for kids. After years of TV-centric advertising, the brand was losing its appeal among 8-12 year-olds, who associated it with a younger age group. Brand-owner Campbell's asked us to find a way to re-engage this audience and restore the brand's 'cool factor'.

Our insight

Once kids reach age eight and beyond, they begin to look to the digital space rather than TV as their main source of entertainment.

Our solution

Our idea was to create an online space where 8-12 year-olds could play safely with their friends and engage with the brand. In partnership with Nickelodeon, we developed the Goldfish Zone, an online property within Nickelodeon's digital environment.

Inhabited by the Goldfish characters, the Zone offered kids a socially dynamic interactive virtual world that leveraged Nickelodeon's popularity. The program included five interactive rooms that kids could move between, each with a unique activity theme in keeping with the Goldfish characters' attributes and storyline. Through the chat function, kids could play alongside others, connecting with 'virtual' friends in the safety of the Goldfish Zone.

Alongside our digital activity, we also developed a high-impact print campaign in *Nickelodeon Magazine* to increase awareness and drive traffic.

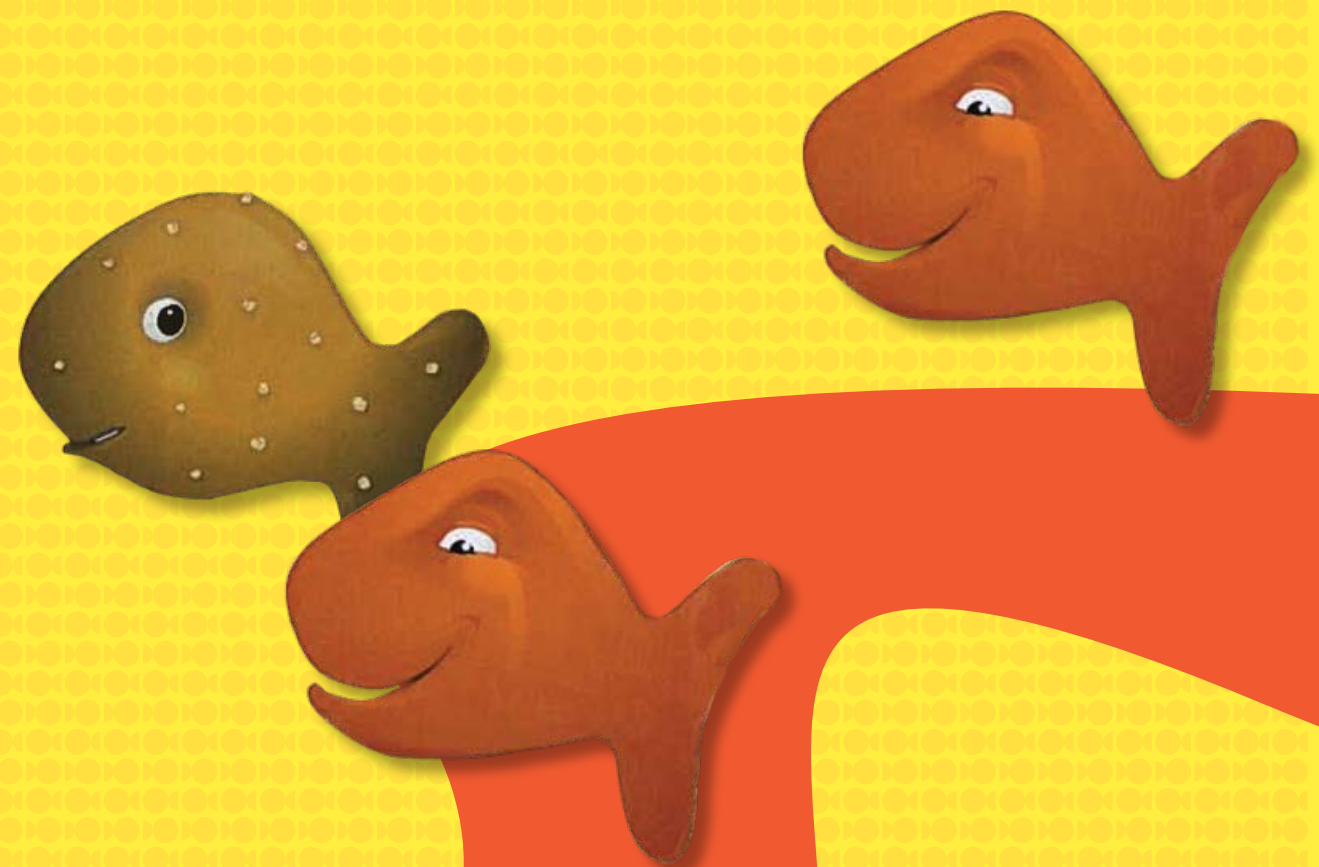
The results

- 2:1 sales payback
- 7% increase in new purchasers, 8% rise in purchase intent
- Average of 5:36 minutes spent per game per week



Cool crackers for kids

We restored the relevance of a US kids' cracker brand by moving it into the digital arena



The challenge

In Colombia, the market position of mini video cameras, such as Sony's Handycam, has come under threat from cell phones with a video function. Sony asked us to develop a campaign that would highlight the strengths of the Handycam, and win back the younger end of the marketplace.

Our insight

A Handycam can do more than record trips, baptisms, babies or first communions. It's ideal for capturing the flavor of a city.

Our solution

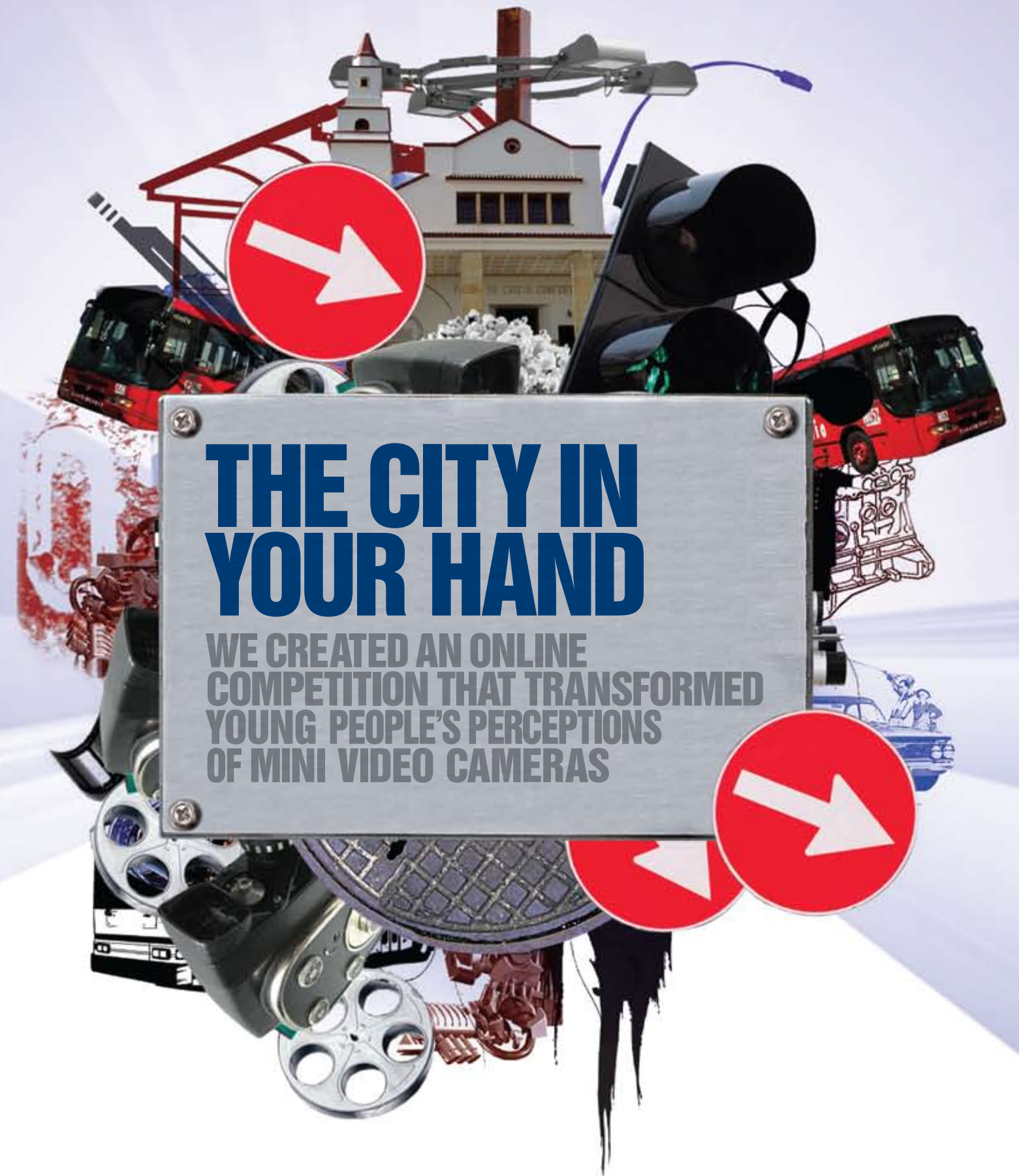
We wanted to prove to young people in Colombia's capital Bogota that the Handycam has significant advantages, in terms of versatility and quality, over cell phones. So we partnered with the city's own TV channel to run a competition.

We invited people to shoot short films illustrating the theme of *My city, my life*, and upload them to the channel's website, so that local people could vote on them.

To generate interest, we produced three promotional films which helped to show the sort of content we were looking for. The strategic partnership with the channel allowed us to use promotional spots, live mentions, online messaging and a live awards program, all backed up with point-of-sale material in Sony's retail stores.

The results

- All stocks of Handycam sold out in Bogota
- Over 100 film-makers participated
- 150,000 video views online





STUNNERS HIT THE ROAD

**WE DEvised A NATIONWIDE HUNT
FOR MOTOR BIKING TALENT
TO KICK-START THE LAUNCH OF HONDA'S
NEW MOTORCYCLE**



The challenge

The Indian motorcycle market is as frenetic as the country's roads. Our challenge was to launch Honda's CBF Stunner into a crowded market and build a unique identity for the bike among college students.

Our insight

Young Indian bikers are exhibitionists. They are passionately proud of their machines and love to show them off.

Our solution

We designed a program which enabled college students to exhibit their personal style through their biking skills, becoming local brand ambassadors with the chance of national stardom.

At colleges in 23 cities across the country, we staged bike-related competitions to find the best bikers on campus. Each competition produced ten winners who were given Honda CBF Stunners and branded biking gear. To go through to the next round, the winners had to communicate the core brand values of stylish safe biking to win SMS and online votes to become the city champion.

One rider from each city went through to the competition's national phase, held in Mumbai. After competing in a series of challenges to show off their fitness, likeability and biking skills, the top ten moved on to the All-India final, and the winner was crowned Stunner of the Nation.

Radio, press, online and TV amplified every stage of the contest. City winners co-hosted radio programs in their home cities; the national competition was aired as a four-part show on a youth-oriented channel, with the overall winner acting as a host. To cap the promotion, we created a music video that received widespread airplay and became a hit among our target audience.

The results

- Over 100,000 test rides achieved
- 6,500 entrants in the national contest
- 210% ROI



SUCCESS ON A PLATE

WE BOOSTED SALES OF A MARKET-LEADING STOCK BRAND BY SPONSORING
AUSTRALIA'S MOST POPULAR TV SHOW — IN THE MIDDLE OF A RECESSION



The challenge

Campbell's Real Stock is the dominant player in the Australian market for off-the-shelf liquid cooking stocks. But its position was under threat from private label and dry stock producers. Our challenge was to grow sales and improve perceptions of the brand's quality.

Our insight

In tough economic times, Australian consumers were going back to home cooking in order to save money. But they wanted to enhance their home-made meals by using inspirational recipes and high quality ingredients.

Our solution

Looking to showcase the brand in media environments reflecting the product's quality, we became the primary sponsor of *Masterchef Australia*, a reality show which became the most watched Australian TV show ever, with the final attracting audiences of over four million people.

Airing six nights a week in primetime, the show gave us the ideal context to highlight the quality of the product in front of our consumers. The sponsorship involved regular on-screen product usage, vignettes featuring product usage and logo association on all promotional activity. We supported the campaign with billboards and TV commercials.

On the show's website, we integrated the brand through interactive display advertising and pre-rolls, a dedicated recipe section featuring the show's judges, downloadable recipes and newsletters. Additionally, we arranged program integration deals with other popular daytime cooking shows. The campaign was reinforced by profile-raising advertising in Australia's leading food magazines.

The results

- Year-on-year sales grew by 33%
- 'Closest to home-made' perception up by 36%
- 'Made from best quality ingredients' perception up by 14%



MAKING WATCHMEN WATCHABLE

WE USED LIQUID CONTENT TO PROMOTE A
BLOCKBUSTER MOVIE AND WON OVER A MAINSTREAM
AUDIENCE WITHOUT ALIENATING CORE FANS

The challenge

Watchmen started life as a complex and demanding graphic novel that achieved cult status with a hard core of fans. Our challenge was to make the movie accessible to a mainstream audience without undermining the cinematic experience for original fans of the novel.

Our insight

By pulling out key elements from the film, we could simultaneously engage the mainstream and show the core fans that we were keeping faith with 'their' novel.

Our solution

We turned movie marketing convention on its head: instead of repeating one message about the film in as many passive places as possible, we brought the world of *Watchmen* to life with layers of new content focused where core fans and the public actively converge to discuss movies: their own discussion forums.

During a three-month period, we seeded over 60 different pieces of liquid content set in *Watchmen*'s world. These included videos, games, screensavers, widgets, banners and iPhone apps. They helped to reassure the core audience that 'their' novel was being respected, and further broke the plot down to aid comprehension for the mass audience.

The overall strategy for *Watchmen* was designed for multi-geography application, but it specifically enabled local markets to adapt their tactics to optimize local implementation.

The results

- *Watchmen* opened in the No. 1 slot in 25 markets
- 2.04 ROI
- Fourth-highest gross ever for an 18-rated film in the UK

AHEAD OF THE GAME

WE DEVELOPED A SOPHISTICATED RESEARCH MODEL CAPABLE OF PREDICTING THE RELATIVE SUCCESS OF A MAJOR SPORTING EVENT



The challenge

In the world of cricket, the inaugural Indian Premier League (IPL) was a massive event. Attracting millions of viewers worldwide, it jumped straight on to the advertising agenda of major brands. The tournament became so big so quickly that there was little time to undertake proper viewership research. We decided to use our research skills to provide advertisers with an accurate estimate of viewership for IPL2. The project was further complicated when the event was forced to relocate to South Africa.

Our insight

The key was to understand the factors governing IPL viewership, and to quantify the impact of these factors on ratings.

Our solution

Cricket is the Indian national obsession and IPL is the sport's pinnacle. We conducted consumer research in ten Indian cities, and combined these findings with viewership data from IPL1 to build a predictive model that would produce match-by-match ratings for IPL2.

Our research delivered a range of detailed findings. Among these were predictions that viewership would be heavily influenced by the presence of Indian or foreign star players in particular teams, and by the timing of matches in light of the time difference between India and South Africa.

Most importantly, however, by quantifying the teams, players and owners in terms of popularity, we were able to estimate that viewership for IPL2 would be at least 7% lower than IPL1, with an average rating of 5.1%.

The results

- Actual ratings were 4.6% (versus 5.1%)
- Generated strong PR
- Pioneering research techniques

COLOR MY WORLD

WE DEVELOPED AN ENGAGING VIDEO COMPETITION THAT ACHIEVED STANDOUT FOR A NEW LAPTOP MODEL IN AN OVERCROWDED MARKET

The challenge

Sony asked us to develop a campaign to support the launch of its new Vaio CW series of laptop computers in Latin America. The challenge was to position color as a key differentiator within a category that is already used to seeing different color options – and to create a campaign that would work in Portuguese-speaking Brazil as well as the rest of Spanish-speaking South America.

Our insight

People associate important experiences in life with different colors.

Our solution

The CW range offers a range of skin colors, and it also offers the concept of personalized entertainment via embedded software. We developed a theme – *Live Colorfully* – centering on the idea that color enhances life by adding vibrancy.

On YouTube, we created a channel that encouraged our target audience of status-seekers and innovation enthusiasts to engage with the brand by generating, uploading and sharing their own video content, showing how they 'live colorfully'.

To generate buzz and drive traffic to the site, we staged takeovers on channels such as MSN and YouTube itself. On the site, interactive banners encouraged consumers to upload their content and to vote for their favorites.

The results

- 89% of sales objective achieved ahead of schedule
- Sales of certain models 130% ahead of target
- 1 million views on YouTube



MEC

We deliver value by creating, implementing and measuring communication solutions that actively engage people with brands.

Media planning and buying • Digital media • Search • Performance marketing • Social media • Analytics and Insight • Sport, Entertainment and Cause • Multi-cultural • Content • Retail • Integrated planning

Our 4,000 highly talented and motivated people work with domestic and international clients in 84 countries. We are a founding partner of GroupM.

To find out more, visit us at www.mecglobal.com

MEC

Global

1 Paris Garden
London
SE1 8NU
United Kingdom
Tel +44 20 7803 2000

825 Seventh Avenue
New York
NY 10019
USA
Tel +1 212 474 0000

Charles Courtier

Chief Executive Officer, Global
charles.courtier@mecglobal.com

Alastair Aird

Chief Operating Officer, Global
alastair.aird@mecglobal.com

Melanie Varley

Chief Strategy Officer, Global
melanie.varley@mecglobal.com

Caroline Foster Kenny

Chief Client Officer, Global
caroline.fosterkenny@mecglobal.com

Asia Pacific

700 Beach Road
#04/01
Singapore
199598
Tel +65 6225 1262

Joost Dop

Chief Executive Officer, Asia Pacific
joost.dop@mecglobal.com

Europe, Middle East and Africa

1 Paris Garden
London
SE1 8NU
United Kingdom
Tel +44 20 7803 2000

Alastair Aird

Chairman, Europe, Middle East and Africa
alastair.aird@mecglobal.com

Latin America

601 Brickell Key Drive
Suite 804
Miami
FL 33131
USA
Tel +1 786 264 7600

Michael Jones

Chief Executive Officer, Latin America
michael.jones@mecglobal.com

North America

825 Seventh Avenue
New York
NY 10019
USA
Tel +1 212 474 0000

Lee Doyle

Chief Executive Officer, North America
lee.doyle@mecglobal.com

www.mecglobal.com



Mixed Sources

Product group from well-managed
forests and recycled wood or fiber
www.fsc.org Cert no. TT-COC-002228
© 1996 Forest Stewardship Council

© MEC All content, logos and trademarks used within this publication are protected by copyright and cannot be used without permission from MEC or the permission of the relevant trademark owners.