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ARCHIBALD INGALL STRETTON...

CLIENT • O₂

THE TEAM

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OTHER CONTRIBUTORS

Inition – 3D production
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WHAT IS WONDERFUL ABOUT THIS WORK? • O₂ has great success creating fans with music Priority experiences and needed to do the same for rugby-loving customers. We knew if we could take the live experience of England's matches to O₂ customers, it would make them into fans. So we set up 40 mini-Twickenhams across the UK with a world's first: England in 3D. We got 250,000 web visitors and a 250% increase in registrations.

OBJECTIVES • Bring the O₂ Priority philosophy to the key rugby base. Deliver a Priority experience that would continue turning O₂ customers into fans. Be different and interesting to maximise PR.

STRATEGY AND TARGETING • As sponsors of England rugby, O₂ needed to replicate their great success with the Priority experience at music venues, like the O₂ or O₂ Academy, for their rugby-loving customers. The trouble was, they didn't have an endless supply of events, as England play only six competitive home games a year, often sold out months in advance.

Live 3D broadcasts at cinemas were the perfect solution. ATL TV ran for two weeks to create a buzz but the key interest generation was online. Initially we concentrated on techies and early adopters, then we targeted our sports base: customers could register for updates and early ticket sales and were pointed to England content, to experience the technology. Twitter pulled all 3D rugby tweets onto the O₂ campaign site.

We set up 40 mini-Twickenhams: as good as being there, for a fraction of the normal ticket price. Our 3D broadcast gave as good a view – if not better – and we had expert commentary teams, 3D match graphics and live replays. We made these mini-match days as social and entertaining as a day at Twickenham. Interested customers were counted down to the big event through emails and our campaign Twitter feed. Each cinema was a mini-stadium with free beer, St George's flags and 3D glasses. We knew we'd got it right when England fans stood up to sing the national anthem: these were shared experiences for O₂ customers. On YouTube, a dedicated 3D rugby channel showed reactions from players and fans to our 3D demo games. A website showed off the technology and allowed Priority-registered customers to buy advance tickets. Each game sold out 10,000 tickets in 48 hours.

DATABASE • We pushed customers to sign up to O₂'s online home of Priority experiences – blueroom. We saw a 250% increase in customers registering: an extra 100,000 customers we can now communicate with.

RESULTS • We drove a quarter of a million visitors to O₂ blueroom, with the emails seeing a 27% open rate (that's 50% above O₂'s average), and a 22% CTR (150% above average). We produced a 250% increase in registration for O₂ Priority experiences, with those customers spending an extra £4.10 each month. The PR coverage we generated created more than £2.4 million of equivalent media spend. And the campaign paid back immediately with £250,000-worth of tickets sold to O₂ customers.

JUDGE'S COMMENT:

"This was a worthy winner in so many ways. It's very much a post-modern piece of direct marketing in that it incorporates the principles of direct marketing, while also incorporating elements from other disciplines, such as PR, sponsorship and event marketing. And it uses the new digital technology in the best way possible – in the service of an idea rather than as the source of it. You would be hard pressed to improve on this – unless of course the client had sponsored the Welsh national team, rather than that of our Saxon occupiers."

Rory Sutherland
Chair of the 2010 DMA Awards Panel of Judges