



**We've come  
a long way!**

# **ADMA MMA AWARDS 2008**

## *Entry Form*

### Contents Overview

1. Details of Submission
2. Campaign/Application Description
3. Upfront Summary
4. Background
5. Details/Timeframe
6. Objective, Approach and Results
7. Mechanics in Detail
8. Outstanding Features
9. Key Learnings
10. Privacy and Database collection
11. Supplementary Media and Creative List

Creative Partner  
Selected MMA Award  
Designs & build  
by Loaded Creative

Brought to you by:





**We've come  
a long way!**

### 1. Details of Submission

Name: Adam Lucas  
Company: Vodafone Mobile Advertising  
Address: Level 19, Tower B, 799 Pacific Highway, Chatswood, NSW 2067  
Phone: 0414 164 833  
Fax: n/a  
Mobile: 0414 164 833  
Email: adam.lucas@vodafone.com  
Website: www.vodafone.com.au/mobileadvertising

**Award categories entered:** Maximum of 2 categories per entry

- MMA Award for **m-Commerce**
- MMA Award for **Relationship Building**
- MMA Award for **B2B or Enterprise Application**
- MMA Award for **Most Creative Mobile Solution**
- MMA Award for **Consumer Content Offering**
- MMA Award for **Mobile Entertainment**
- MMA Award for **Promotional Campaign**
- MMA Award for **Cross Media Integration**
- MMA Award for **Mobile Advertising**
- MMA Award for **One to Watch**
- Mobile Marketer of the Year** - download separate Nomination Form

**List of supplementary media included:**

*Include 2 copies of each supplementary media per category entered*

- TVC or Video
- Radio
- Print
- Outdoor (in store)
- Direct mail
- Other (Mobile Campaign Mock Ups)

Brought to you by:





**We've come  
a long way!**

### Agreement

I, Adam Lucas, from Vodafone Mobile Advertising confirm that I am authorised to submit this campaign into the MMA Awards and agree to the terms, conditions and rules of the MMA Awards which are displayed at [www.mmaawards.com/howtoenter.htm](http://www.mmaawards.com/howtoenter.htm).

- Yes, the brand/advertiser has granted permission for this campaign's entry into the 2008 MMA Awards.
- Yes, I understand that MMA Awards reserves the right to publish descriptions and case studies of winning entries, but if an entrant asks for any part of their submission to remain confidential, it will be treated as such.

Signed 

### Privacy

Your contact details will be used by ADMA to process your entry and to provide you with information about the MMA Awards. ADMA would also like to use the information to keep you up-to-date with relevant details on education, events, training, membership and other related services provided by ADMA. If you **do not** want to receive this information please tick this box

Your contact information (name, company, address and phone number) may be distributed to sponsors and exhibitors whose product/service offerings may be of interest to you. If you would prefer **not** to have your name distributed for this purpose, please tick this box

If you would like to receive offerings from relevant suppliers by email or SMS, please tick this box

Brought to you by:





**We've come  
a long way!**

## 2. Campaign/Application Description

Title: 27 Dresses Promotional Campaign  
Client/Brand: 20<sup>th</sup> Century Fox  
Contributors: Brand Logic, BigMobile  
Creative Agency:  
Service Provider:  
Mobile Operator: Vodafone

## 3. Upfront Summary

In order to promote its new film 27 Dresses, 20<sup>th</sup> Century Fox was keen to develop an integrated campaign that utilized mobile advertising as a key element. The advertising elements in the campaign included:

- Banner Advertising (mobile)
- SMS/MMS Alerts (mobile)
- Competition micro site (mobile micro site)
- Bill Advertising (print and online)
- In-Store Promotion
- Website Advertising and email

20<sup>th</sup> Century Fox chose to integrate Mobile Advertising into their 27 Dresses campaign as it's a new, exciting, interactive and personalized way of connecting with a target audience they had previously found difficult to reach.

The mobile advertising results of the campaign far exceeded targets and expectations, and included a follow-up survey to capture results for Brand Awareness and Promotional Recall.

## 4. Background

Keen to make its new film 27 Dresses the destination comedy for women over Christmas in 2007, 20<sup>th</sup> Century Fox was seeking a unique, exciting and interactive way of connecting with a target audience it had previously found difficult to reach.

The company's challenge was to promote 27 Dresses and its release date on January 10 2008 to 18-35-year-old Australians, with the aim of turning tech-savvy consumers into ticket- buying customers.

## 5. Details/Timeframe

5 weeks - December 2007 to January 2008.

Brought to you by:





**We've come a long way!**

**6. Objective, Approach and Results**

Objective	Strategy and tactics	Results - effectiveness and profitability *
<p>Objective 1 – <b>To promote the film 27 Dresses and the lifestyle within the film directly to the key target market.</b></p> <p><i>PLANNING:</i></p> <ul style="list-style-type: none"> <li>▪ To develop an integrated Advertising campaign, utilising Mobile Advertising as a means to target the key target market.</li> <li>▪ To have consistency across all advertising mediums, so as to build a end-to-end experience for the target market.</li> <li>▪ To comply with all rules and regulations, including those set out in the Vodafone Mobile Advertising Charter.</li> </ul> <p><i>INTEGRATION:</i></p> <ul style="list-style-type: none"> <li>▪ Key Messages and Offers are to be consistent across ATL, BTL and Mobile Advertising, with mobile CTAs utilized where applicable across non mobile mediums.</li> </ul> <p><i>CREATIVE:</i></p> <ul style="list-style-type: none"> <li>▪ The creative was to reflect the 27 Dresses Film Branding and the lifestyle promoted within the film, developed in a way that was appealing to the</li> </ul>	<p>20<sup>th</sup> Century Fox came to Vodafone with a brief for the 27 Dresses Promotional Campaign, and Vodafone met and consulted with 20<sup>th</sup> Century Fox, returning with recommendations on the Mobile Advertising inventory most likely to meet what 20<sup>th</sup> Century Fox wanted to achieve.</p> <p>Vodafone suggested and developed five Mobile Advertising elements for the 27 Dresses Campaign, two of which were used to target the key audience:</p> <ol style="list-style-type: none"> <li>1. <i>A Mobile Banner Advertisement on Vodafone Live! linking to a micro site.</i></li> <li>2. <i>A Mobile Banner Advertisement on free4me linking to a micro site.</i></li> <li>3. <i>SMS/MMS Alerts</i></li> </ol> <p><u><i>Banner Advertisement:</i></u> A Bright and eye catching Banner Advertisement was developed for the 27 Dresses campaign, following the look and design of the film and the lifestyle promoted within the film. In addition to the Film Title and promotional image, two key messages were delivered on the</p>	<p>EFFECTIVENESS:</p> <p><b>Banner Advertisement:</b> <b>Target –</b></p> <ul style="list-style-type: none"> <li>▪ 320,000 impressions</li> <li>▪ 50,000 unique impressions</li> </ul> <p><b>ACTUAL –</b></p> <ul style="list-style-type: none"> <li>▪ 976,253 impressions</li> <li>▪ 105,558 click-through</li> <li>▪ 58,994 Unique click-through</li> <li>▪ Click Through Rate - 11%</li> </ul> <p><b>2 SMS/MMS Broadcasts:</b> <b>Target –</b></p> <ul style="list-style-type: none"> <li>▪ 380,000 unique mobiles</li> </ul> <p><b>ACTUAL –</b></p> <ul style="list-style-type: none"> <li>▪ 380,000 unique mobile numbers</li> </ul>

Brought to you by:





**We've come  
a long way!**

key target market, with creative consistent across all mediums and advertisements.

banner:

- ✓ Watch the movie Trailer; and
- ✓ Go in the draw to win a Motorola Moto Razr2 V8.

The banner was placed in prime position at the top of the Vodafone Live! Mobile Site, in the Entertainment section of Vodafone Live!, and on the free4me WAP site.

Upon clicking on the banner the consumer is redirected seamlessly to the 27 Dresses competition micro site.

Using Vodafone's insights and segmentation methodology, the banner advertisement was targeted to the key target market.

Banner Advertising was chosen as a medium as it facilitates interaction with the movie, offers great prizes, and encourages participation.

27 Dresses Micro site:

The mobile site developed by Vodafone adopted the look, design and lifestyle of the 27 Dresses Film, utilizing the Hot Pink color that was synonymous with the film

The final micro site included the following pages:

Page (1)

Brought to you by:





**We've come  
a long way!**

*Landing Page.*  
(Competition Question).

Page (2)  
*Watch Trailer.*

Page (3)  
*Thank you.*  
(confirmation of  
competition entry)

*SMS & MMS Alerts:*

To drive additional traffic to the 27 Dresses micro site and to promote the film to the key target audience - an SMS & MMS blast was broadcast to targeted customers with specific messages. The SMS/MMS were sent to Vodafone opted-in customers, targeted by demographics and location based criteria set by 20<sup>th</sup> Century Fox.

Both SMS and MMS messaging were used. SMS/MMS as a medium was chosen due to the fact it is two-way and has a simple mechanic which encourages participation.

*Competition:*

So as to excite consumers about 27 Dresses, encourage consumers to watch the movie trailer and promote the lifestyle experienced within the film, a competition was promoted via Mobile Advertising – Win 1 of 5 Hot Pink Motorola Moto Razr2 V8 Mobile Phones

Brought to you by:





**We've come  
a long way!**

	(a prize consistent with the lifestyle promoted in the film and deemed to be appealing to the target audience).	
<p>Objective 2 –</p> <p><b>To <i>interact</i> with members of the film's target audience and acquire those consumers into a <i>database</i>.</b></p> <p>PLANNING:</p> <ul style="list-style-type: none"> <li>▪ To develop a campaign mechanic that is interactive and allows for capture of customer details so as to build a customer database.</li> <li>▪ To comply with all rules and regulations, including those set out in the Vodafone Mobile Advertising Charter.</li> </ul> <p>INTEGRATION:</p> <ul style="list-style-type: none"> <li>▪ To develop a campaign mechanic that can be utilized across various mediums, and which offers a consistent experience across all those mediums.</li> </ul> <p>CREATIVE:</p> <ul style="list-style-type: none"> <li>▪ The creative was to reflect the 27 Dresses Film Branding and the lifestyle promoted within the film, and be presented in such a way as to boost acquisition of consumers from the key target market into a database. Creative</li> </ul>	<p><u><i>Competition &amp; Opt In Database:</i></u></p> <p>To facilitate interaction with the target audience and to acquire a database of opt in consumers; an interactive competition mechanic was developed for the 27 Dresses campaign which opted in entrants. Any customer who answered the simple competition question correctly (how many dresses are mentioned in the movie title of the latest film starring Katherine Heigl), and watched the 27 Dresses trailer was automatically entered into the draw to win one of five Hot Pink Motorola Moto Razr2 V8 Mobile Phones (a prize consistent with the lifestyle promoted in the film and deemed to be appealing to the target audience).</p> <p>All competition entrants were opted into the campaign database, and made available for utilization in future campaigns or promotions of a similar nature and target.</p> <p>The Competition was promoted using a number of mobile mediums</p>	<p>EFFECTIVENESS:</p> <p><b>ACTUAL</b></p> <p>Volume: <i>Trailer downloads</i> – 31,141</p> <p>Volume: <i>Unique Trailer downloads</i> – 19,611</p> <p>Volume: <i>Competition entries via mobile</i> – 25,683 (all unique)</p>

Brought to you by:





**We've come  
a long way!**

<p>was to be consistent across all mediums and mechanics.</p>	<p>including – SMS/MMS broadcasts with links to the competition micro site and Banner Advertisements that click through to the competition micro site.</p>	
<p><b>Objective 3 – To build Brand Awareness</b></p> <p><b>PLANNING:</b></p> <ul style="list-style-type: none"> <li>- How Objectives were met</li> <li>- Industry Laws/Obligations</li> <li>- Other Considerations (Responses, Aggregation/Integration, converged consumer recognition etc.)</li> </ul> <ul style="list-style-type: none"> <li>▪ To develop an integrated Advertising campaign, with broad reach.</li> <li>▪ To have consistency across all advertising mediums, so as to build recognition and recall.</li> <li>▪ To comply with all rules and regulations, including those set out in the Vodafone Mobile Advertising Charter.</li> </ul> <p><b>INTEGRATION:</b></p> <ul style="list-style-type: none"> <li>▪ Creative, Key Messages and Offers are to be consistent across ATL, BTL and Mobile Advertising, so as to boost recognition and recall through reinforcement.</li> </ul> <p><b>CREATIVE:</b></p> <ul style="list-style-type: none"> <li>▪ The creative was to</li> </ul>	<p>Vodafone suggested and developed five Mobile Advertising elements for the 27 Dresses Campaign, three of which were used to generate wider Brand Awareness:</p> <ol style="list-style-type: none"> <li>1. <i>Bill Advertising.</i></li> <li>2. <i>In Store Posters</i></li> <li>3. <i>In Store Magazine</i></li> </ol> <p><b><i>Bill Advertising:</i></b> Simple and Effective Bill Advertising was utilized as part of the promotional campaign. The creative was colorful and eye catching, and followed the same creative used in the banner adverts and micro site. The Moto Razr2 V8 competition was also promoted on the Bill Advertisements, along with a strong Call to Action which was to Vodafone Live!.</p> <p>Bill Advertising was chosen as an advertising medium due to its extensive reach (600,000 Vodafone bills sent out per month), and the fact it was punchy and eye-catching for consumers. It featured in its design a tower advertisement for the Motorola MotoRazr2</p>	<p><b>EFFECTIVENESS:</b></p> <p><b><i>Brand Awareness Survey:</i></b> <b>ACTUAL:</b></p> <ul style="list-style-type: none"> <li>▪ 40% Campaign Recall</li> <li>▪ 25% correct message take out</li> </ul> <p><b><i>Other Statistics –</i></b></p> <p><b><i>Bill Advertising:</i></b> On Bill to 600,000 unique customers.</p> <p><b><i>Vodafone In Store:</i></b> 15,000 Vodafone Dealer Stores.</p> <p><b><i>Motorola Email:</i></b> Email broadcast to 140,000 members, who had agreed to receive the message.</p>

Brought to you by:





**We've come  
a long way!**

reflect the 27 Dresses Film Branding and the lifestyle promoted within the film, and be presented in a consistent way so as to boost recognition and recall.

V8 competition and square advertisement for the film.

Vodafone In Store Advertising:

Eye Catching In Store Advertising was utilized as part of the promotional campaign. The creative was bright and colorful, and followed the same creative used in the ATL and Mobile Advertising. A promotion was developed whereby consumers receive a free Motorola MotoRazr2 V8 mobile phone when they sign up to a 24 month \$49 Maxi Cap, as well as a free double movie pass to see the film. The promoted mobile phone and movie pass offers tied in with the competitions run on mobile and ATL.

In Store Advertising was chosen as an advertising medium due to the fact it captured the broader audience of In Store foot traffic.

Motorola - Online

A campaign was developed with the Motorola MOTOcrew, and included an email blast to members, presence on the MOTOcrew website and competition to win double movie passes. The campaign tied in with the Hot Pink MotoRazr2 V8 mobile phones being promoted in the Mobile

Brought to you by:





**We've come a long way!**

	Advertising, as well as the other promotions promoted ATL.	

- You should have at least 3 points for each, ensuring that the specific tactics and results relate to the relevant original objective.

\*Refer to "How to Enter" Information sheet for specific details on how to reflect results including an indexing system to cater for sensitivities.

### 7. Mechanics in Detail

Mechanic where mobile is integrated as a key mechanic:

#### STEP 1

(a) The consumer accesses Vodafone Live! using WAP on their mobile phone, sees the 27 Dresses Banner advertisement at the top of the page on Vodafone Live! and clicks on the banner; or

(b) The consumer accesses Vodafone Live! using WAP on their mobile phone, clicks through to the Entertainment Section, sees the 27 Dresses Banner advertisement and clicks on the banner; or

(c) The consumer accesses Vodafone Live! using WAP on their mobile phone, clicks through to free stuff on Vodafone Live!, clicks on free4me, sees the 27 Dresses Banner advertisement and clicks on the banner; or

(d) The consumer receives a 27 Dresses promotional SMS or MMS on their mobile phone and clicks on the link in the message; or

(e) The consumer sees a 27 Dresses advertisement on bill, accesses Vodafone Live! using WAP on their mobile phone, sees the 27 Dresses Banner advertisement at the top of the page on Vodafone Live! and clicks on the banner.

#### STEP 2

The consumer is directed seamlessly to the 27 Dresses Competition micro site landing page, which asks the consumers to answer a simple question, watch the movie trailer and go on the draw to win one of five MotoRazr2 V8 Mobile Phones.

#### STEP 3

The consumer answers the simple question and presses the submit button. If the question is answered correctly the consumer is redirected to a new page where they can watch the movie trailer. If the consumer answers the question incorrectly they are asked to Try Again.

#### STEP 4

When the consumer finishes watching the movie trailer they are directed to the final page of the micro site, which confirms their competition entry and thanks the consumer for entering.

Brought to you by:





**We've come  
a long way!**

**STEP 5**

Competition Entrants are automatically added into the campaign database.

**STEP 6**

The Competition Prize draw takes place, and one lucky entrant wins a Moto Razr2 V8 per week for five weeks.

### 8. Outstanding Features

Refer to "How to Enter" Information sheet for hints and examples from previous winners

- 27 Dresses was the most recalled 20<sup>th</sup> Century Fox Promotion of the period, with 6,000 consumers contacted for the post campaign survey and 1,700 responses received.
- The Campaign included nearly 1million impressions, 100,000 total click throughs and 60,000 unique click throughs.
- The 27 Dresses Campaign integrated a wide variety of advertising mediums, whilst keeping the creative, key messages and promotions consistent and relevant across all media types.
- The Mobile element of the campaign was new and exciting, with a good CTA, allowing for a personal connection and enabling consumers to look at and respond to the campaign instantly.
- The Mobile elements of the campaign allowed for the key target market to be targeted directly, and provided a good way to reach a target audience who may not have otherwise been reached.

### 9. Key Learnings

- Given Vodafone's fast-moving, highly sociable customers were 27 Dresses' key target audience, Vodafone mobile advertising was an ideal choice for a successful campaign.
- With mobiles the preferred media choice of many, consumers are more likely to recall and respond to mobile messages than conventional channels like flyers or TV Commercials.
- A survey of 6,000 Vodafone customers showed that of the content on 20<sup>th</sup> Century Fox's website at the time of the movie's launch, 27 Dresses had the best brand recall, demonstrating the impact of mobile advertising was not only powerful, but also long-lasting.

Brought to you by:





**We've come  
a long way!**

- Participation was boosted due to simple and easy mechanics, and the offer of great prizes.
- Mobile Advertising provided an excellent way to reach a target audience 20<sup>th</sup> Century Fox may not have otherwise reached.
- The two-way communication functionality provided by SMS/MMS offered a great way for consumers to interact with the movie and provided 20<sup>th</sup> Century Fox with the ability to interact with its target consumers on a more personal level.

#### 10. Privacy and Database Collection

- *Opt In Procedure* – Full Terms and Conditions for 27 Dresses Competition Entries were available via a link on the Competition entry page on the micro site. The Terms and Conditions include full details of the Opt In and Opt Out terms and conditions.
- *Mobile Advertising Charter* – The Mobile Advertising Charter seeks to ensure that Vodafone and its Advertisers meet Legal and Societal expectations in relation to customer privacy and the suitability of Mobile Advertising, and also provides a framework and operating standards. The Dos and Don'ts laid out in The Charter were all applied to and complied with by the 27 Dresses Campaign and include:
  - ✓ Guideline around Privacy (Compliance with *The Privacy Act 1988 and National Privacy Principles*)
  - ✓ Guidelines around Consent
  - ✓ Opting In Rules
  - ✓ Truth in Advertising
  - ✓ Withdrawal of Consent and Opting-Out
  - ✓ Standardization of the "Stop" Command
  - ✓ Spam and Scam (Compliance with the *Spam Act 2003*)
  - ✓ Consent and Children
  - ✓ What customer Information will be used in Mobile Advertising
  - ✓ Database Management
  - ✓ Content Guidelines (Children's Advertisements, Illegal Advertising, Prohibited Advertising, Banned Advertising, Violence, 'Restricted Advertising, 'Taste & Decency', Alcohol, Tobacco, Therapeutic Goods, Fast Food, Gambling)
  - ✓ Complaints Handling
- The full Mobile Advertising Charter is available for download on the Vodafone Website or in hard copy upon request to any person.

Brought to you by:





**We've come  
a long way!**

### 11. Supplementary Media and Creative List

This is a list of additional media clips which you wish to be reviewed alongside this entry form.

***We strongly suggest you include visual examples of as many elements of your campaign or application as possible.*** This helps the judges visualize your entry, and also helps in gaining exposure and recognition on the Awards night should you be a winner!

- 27 Dresses Banner Advertisement and Micro Site Mock Up.
- 27 Dresses On-Bill Advertisement.
- 27 Dresses In Store Posters.
- MOTOcrew webpage screen capture.

Brought to you by:

