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ADMA MMA AWARDS 2008

Entry Form

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Creative Partner
Selected MMA Award
Designs & build
by Loaded Creative

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1. Details of Submission

Name: Nicola Johnson
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Phone: 02 8307 7814
Fax: 02 9475 0367
Mobile: 0405 975 795
Email: nicola.johnson@5thfinger.com.au
Website: 5thfinger.com.au

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
- Direct mail
- Events

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Agreement

I, Nicola Johnson, from 5th Finger 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.

- 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.....Nicola Johnson.....

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

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2. Campaign/Application Description

Title: Live Earth Commitment Campaign
Client/Brand: Live Earth
Contributors:
Creative Agency:
Service Provider: Verisign Ltd and 5th Finger Pty Ltd
Mobile Operator: Cross carrier

3. Upfront Summary

VeriSign and 5th Finger were selected to fulfil the SMS, Web and Green Button (iTV) interactions for the global Live Earth campaign, across Australia, the United Kingdom, the USA, Germany, Switzerland and Austria. This included all message routing to each live event, the creation and moderation of the event and TV text tickers, as well as real-time reporting of all commitments globally. This is the first time that an Australian application provider has been chosen to host an SMS/Web/iTV campaign like this on a global scale.

The call to action was for consumers to SMS one of the following 6 keywords, to make that commitment, to the Live Earth short code for their country:

- * HOME - I will change 4 light bulbs to CFL's
- * JOB - I will shut off my equipment and lights when I'm not using them
- * SHOP - I will shop for the most energy efficient products and appliances
- * RIDE - I will car pool or ride public transport one or more times per week
- * SHARE - I will forward a Live Earth SMS/Email message to 5 friends
- * LEAD - I will add my name to the Live Earth pledge

The consumers then received an educational MT from Live Earth relating to their commitment, as well a chance to see their name and city appear on the big screen tickers at each of the concert venues, online at www.liveearth and on TV.

Users were also encouraged to sign up to regular alerts (Green tips and event information) from Live Earth by sending in the keyword 'SOS', which was also promoted via the above selection of media.

One of the main objectives, commitment reporting, was fulfilled by 5th Finger's ability to collate and tally all SMS, web and iTV responses to the global 'Commitment' call to action, hence enabling the client to access and report on a combined global view of this data in real time.

So far, over 1 million commitments have been received from 35 countries.

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4. Background

The planning of such an ambitious project is critical, especially when you consider the number of suppliers, languages, local regulations and time zones involved. All creative direction came from the Live Earth Control Room and final artwork & advertising material was completed using local voice talent and checked by local regulation experts for adherence to all requirements. The technical direction came from Live Earth's global messaging partner, VeriSign, and 5th Finger supplied the application to manage all messaging interactions, message moderation and real time integrated campaign reporting.

The objective of the campaign was to raise global awareness of the climate crisis, to move the world's citizens to engage in a conversation on solutions and personal responsibility, and to commit to make changes to their lifestyles.

The enormity of the project can be put into perspective when you consider the call to action was promoted in the following countries:

- * Australia
- * Germany
- * Switzerland
- * Austria
- * United Kingdom (Scotland, Wales and England)
- * United States

Using the following media channels:

- * Live Earth website, www.liveearth.org
- * On TV (e.g. Fox 8, Channel [V], NBC, Bravo, ProSieben)
- * Radio
- * On print material relating to the event
- * In-venue side of stage screens
- * In-venue big screen tickers
- * By MCs at the event
- * Email marketing

Supporting the following response methods:

- * SMS
- * Web
- * iTV (Australia only)

Whilst each entry method (SMS, Web, iTV) was promoted according to the context of the media it was presented, only the mobile element was promoted across all channels. This was a key part of planning as the SMS entry method provides ubiquitous access, regardless of the media in which it is promoted. Only mobile can reach you wherever you are, or whatever media you are consuming!

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It was necessary for the campaigns in each territory to adhere to the regulations and guidelines specific to that territory. In Australia, compliance was checked by:

- * 5th Finger
- * Fox 8
- * Channel [V]
- * VeriSign

Examples of localisation for compliance purposes include:

- * The inclusion of the STOP command in the message copy for SOS alerts which was not required in other markets
- * The inclusion of the helpdesk number of the service provider in the fine print on the TVC's
- * The inclusion of the phrase (FreeMsg) at the beginning of the SOS alerts for MPSI compliance
- * The display of actual message costs ("Messages cost 25c to send and free to receive") as opposed to the other markets which stipulated "Standard Message Rates Apply"

5. Details/Timeframe

The campaign ran from June 2007 until September 2007. Live concerts were held globally on 7th July 2007. There were SMS communications to opted-in customers on an ongoing basis.

6. Objective, Approach and Results

Objective	Strategy and tactics	Results - effectiveness and profitability *
To raise awareness of global warming across the 35 participating countries	SMS shortcodes were set up in each of the countries to enable people to SMS in their pledges	Actual results from the campaign are not available for release however the top line figures publicly available are: Over 1 million commitments were received from 35 countries.
Drive interaction with the audience through SMS 'pledges' – an easy way for users to donate money and put the cause front of mind	Live events displayed SMS ticker across the back of stage and across the bottom of TV screenings	Compared with other SMS calls to action at live music events that 5 th Finger has managed, the SMS response rate for the call to action promoted at Live Earth was more than 3 times higher than the baseline result.
To monitor responses and	Access to 5 th Finger's	Production teams in each

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feed this back to production teams for each country	online air-cast interface allowed moderators in each country to view and edit 'pledges' before sending them to screen. Real time stats were also available via air-cast.	country were able to track the performance of the call to action. This facilitated real time script writing based on live feedback from the global audience.

7. Mechanics in Detail

The call to action was for consumers to SMS one of the following 6 keywords, depending on their commitment, to the Live Earth short code for that country:

- * HOME
- * JOB
- * SHOP
- * RIDE
- * SHARE
- * LEAD

The consumer then received an educational MT from Live Earth relating to their commitment, as well as an MT encouraging them to send in their name and city in order to appear on the big screen tickers at each of the concert venues, online at www.liveearth.org and on TV (e.g. Fox 8, Channel [V], Bravo, NBC, ProSieben).

Users were also encouraged to sign up to regular alerts from Live Earth by sending in the keyword 'SOS', which was also promoted via the above selection of media.

All creative was supplied by Live Earth, which ensured brand consistency across all venues globally. Each aspect of the creative, from the TVCs, the MT copy and the in-venue big screen tickers followed stringent guidelines and sign-off procedures enforced by the Live Earth team.

Examples of the various creative elements are included supplementary to this entry.

8. Outstanding Features

This is the first time that a single application provider has been chosen to host an integrated mobile campaign like this on a global scale. The normal process for such a campaign is for the activity in each market to be managed by a local service provider, meaning that historically it has not been possible to report on voting or entry numbers in real time. Through Verisign's global carrier connectivity, and 5th Finger's application platform, the Live Earth team were able to access and report on real-time statistics from around the globe in a single report. This was a key objective for the

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Live Earth team, so that they could tally commitments from the audience and report this information live on the big screens and to the in-venue crowd.

Consumers globally were able to enter their commitments by sending an SMS, via iTV or online at www.liveearth.org. Again, for the first time, the client was able to view a combined report of this global data, in real-time.

By reducing the number of vendors required to fulfill in each market, Verisign and 5th Finger were able to deliver significant cost efficiencies to the client.

As this was not a revenue generating campaign, the cost to the consumer of sending their SMS commitments was also kept to a minimum in each of the four territories, e.g. MO 25c/ MT 0 in Australia.

This encouraged consumers to SMS their commitment to the environment, and for as little as 50c (2 x MO), consumers could receive public recognition of their commitment on the big screens at each of the concert venues, online at www.liveearth.org and on TV.

The innovation extended beyond the consumer experience and also into the use of live results to be included in the calls to action. We were able to provide real time stats on the results by country, and thus could provide live feedback to the producers in each country as to the performance of the call to action. This facilitated real time script writing based on live feedback from the global audience. Imagine an Australian system being used to supply the stats that went into the speeches of celebrities at events all around the world - what a great example of innovation in live event production techniques.

9. Key Learnings

The best performing concerts, in terms of SMS response rates, were those concerts that did a better job of integrating the live statistics with the scripts provided to the celebrities. Of key importance to the next event results, is to maximise this real time feedback loop to the audience.

We believe we could have achieved even greater responses with a more succinct call to action. By reducing the number of keywords, we could have further reinforced their key message and reduced the number of people who perhaps didn't comprehend the difference between the keywords being promoted.

10. Privacy and Database Collection

All creative and message copy was assessed for adherence to MPSI and SPAM Act by 5th Finger, TV broadcasters and Live Earth control room

Describe database collection considerations:

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The Live Earth event is just the beginning of a global movement to combat the climate crisis. Ongoing activity promoted via email, SMS, the web site and partner sites will continue to spread the message for change in our CO2 usage habits

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 visualise your entry, and also helps in gaining exposure and recognition on the Awards night should you be a winner!

- | | |
|--|---|
| <input type="checkbox"/> TVC or Video: | N / A |
| <input type="checkbox"/> Radio: | N / A |
| <input type="checkbox"/> Print: | N / A |
| <input type="checkbox"/> Outdoor: | N / A |
| <input type="checkbox"/> Direct mail: | N / A |
| <input type="checkbox"/> Events: | N / A |
| <input checked="" type="checkbox"/> Other: | MMA Awards 2008 5th Finger Live Earth screenshots (from website)

Live Earth Photos (folder of various photos at the event(s) in Sydney and New York) |

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