



**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: James Tracy-Inglis
Company: Saatchi and Saatchi
Address: 70 George St
Phone: 02 8264 1111
Fax: 02 9235 0617
Mobile: 0414 355 830
Email: Tracyj@saatchi.com.au
Website: www.saatchi.com

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**
- X MMA Award for **Most Creative Mobile Solution**
- X 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

- X TVC or Video
- Radio
- X Print
- X Outdoor
- Direct mail
- Events

Brought to you by:





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

Agreement

I, James Tracy-Inglis, from Saatchi and Saatchi 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.....

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 X

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 X

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

Brought to you by:





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

2. Campaign/Application Description

Title:	United Nations Voices Project
Client/Brand:	United Nations Information Centre Australia
Contributors:	Dialect, Hyperfactory, Mobot
Creative Agency:	Saatchi and Saatchi
Service Provider:	Operator Independent
Mobile Operator:	Operator Independent

3. Upfront Summary

- This project came about because Saatchi and Saatchi Australia and the United Nations Information Center wanted to give people, who were otherwise in a dispossessed position in life, a voice. A voice that wouldn't necessarily have been heard.
- We wanted to tell stories that would make Australians from all walks of life, sit up and take notice of what was happening around them in.
- Stories of *hope* (see Foday a refugee from West Africa), *pride* (see Nada a Australian Muslim), *strength* (see Nathan a 14 year old boy with HIV) and *perseverance* (see Loula a survivor of domestic violence) to name a few
- To do this however, we needed to create a personal connection between the people telling the story and those listening. As such a direct link between posters/print work and the listener was created with the users mobile being the epicenter of the journey. Mobile phones were chosen because they are an extremely personal device and one that most people have an intimate connection with.
- Various partnerships were created to build image recognition software that would work on all mobile phones with a camera. The way this approach is structured is that after a person takes a photo of our subjects' mouth, with their mobile, they would send (MMS'ed) to a specific number to active the process.
- They number directed the message to our image recognition software. Which in real time triggered a phone call to the viewers phone of a pre-recorded message with that individuals story

4. Background

This project came about because Saatchi and Saatchi Australia and the United Nations wanted to give people, who were otherwise in a dispossessed position in life, a voice. A voice that wouldn't necessarily have been heard. Whilst using new emerging technologies that are relevant and engaging to people, in everyday life in an extremely personal setting

Brought to you by:





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

5. Details/Timeframe

The campaign took place over two months from March 1st to May 31st 2008, based mainly in Sydney CBD.

6. Objective, Approach and Results

Objective	Strategy and tactics	Results - effectiveness and profitability *
Develop a technology that would allow <u>anyone</u> with a camera on their phone to instantly engage the creative without first having to download an application to their mobile phone (e.g QR code etc)	We worked with various third party suppliers to develop an image recognition software which, when activated by the MMS, triggered an immediate phone call. This meant participants did not have to download new software such as QR code readers.	We removed a massive barrier to engagement
Develop a personal connection between the person telling the story and the listener	We created a communication processes whereby mobile phones acted as the lynch pin between the print/poster work and the viewer in a intimate and personal setting	Tens of thousands of people listened to the campaign which became one of the Australia United Nations most successful branding exercises to date
Ensure people were able to contribute to the stories and build a conversation	At the end of the voice message, listeners were encourage to go to www.unvoices.org.au to build upon the stories	Hundreds of people added their own voices to the campaign online

*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

1. Viewers were engaged by effective creative with a strong call to action
2. People used their mobile phone cameras to take a picture of our subject's mouth. These were then MMS to a specific number.
3. Once the MMS hit our remote server gateway our image recognition software was activated and translated the "mouth picture" as if it was a bar code

Brought to you by:





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

4. This then generated an immediate phone call back to the viewers phone (in real time) and immediately played a pre-recorded message from the **ACTUAL** person that they were looking at in the print and posters

8. Outstanding Features

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

This project has become one of the United Nations most successful branding exercises to date, with the plan to be rolled out globally. The technology is thought to be an Australian first; because people did not first have to download a particular software to their phones to allow them to participate

9. Key Learnings

- Technology for technology sake only is likely to clutter and confuse people leading to message dilution.
- However, by using relevant technology in situations where people are willing to be engaged is highly effective
- The emotional connection of image and voice is extremely compelling and when received via mobile, highly personal

10. Privacy and Database Collection

N/A

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

- Enclosed is the final artwork for each of the pieces
- Enclosed is an A3 overview of the project

On CD:

- Enclosed are examples of how the work insitu for both poster and print
- Enclosed is a mpeg highlighting the campaign from conception to completion
- Enclosed is a highlight of the website work
- Enclosed is a radio segment by the Director of the United Nations Information Centre Mr Abdullah Mbamba discussing the project
- Enclosed is a thank you letter from the United Nations Information Centre

Brought to you by:

