

up, have their work published in *Marketing*. The following campaigns were shortlisted for the prize.

In one take, on one tank

Tribal DDB's 'in one take, on one tank' concept for Volkswagen showcases the amazing fuel efficiency of the new Bluemotion Polo in a clear, engaging way. To create it, the team drove the car from London to the Geneva motorshow on a single tank of diesel and filmed the journey in a single take – 36 hours of footage which was edited down and incorporated into a site that enabled the viewer to participate interactively in the drive and review statistics relating to CO₂ output, cost and fuel consumption. The end result is a vivid demonstration of the car's unique capability.



Task 1

Work in groups. Discuss what you think of each of the campaigns. Which one appeals most to you personally?

Task 2

Discuss each of the campaigns in terms of the criteria below. Weight each one by giving it a score out of ten.

- Brand fit: how well does the campaign fit the brand image?
- The idea: how original is the campaign?
- Use of the medium: how many different media were used?
- Engagement: what is the quality of consumer interaction?

Task 3

Choose a winner.

Write it up

Write a press release to announce the winning campaign.

➔ For more information, see *Style guide*, page 24.

3 What reasons does he give?

Fill the Indigo

O2, the telecoms company, asked Archibald Ingall Stretton to raise awareness of their music credentials and deliver a real experience for the brand slogan – 'We're better connected'. They hired the Indigo2 venue, generally used for live music. Then they told people 'If you can fill it, you can win it.' Any person who could invite enough people to fill the stadium could have it for a private party! This was the ultimate test of popularity and social networking skills.



The X Factor Challenge

The X Factor is Europe's biggest singing contest, sponsored by Carphone Warehouse, a mobile phone retailer. The X Factor Challenge lets viewers sing and draw themselves for a chance to appear on TV during the show's ad breaks. The campaign uses TV, mobile and social media to engage the user at different levels, from simply watching someone else's performance to creating their own, sharing it via their mobile and, ultimately, starring on TV. Each week, contestants are picked from the website and their animations and singing performances are used as TV clips. They are seen by up to 12 million viewers during the Saturday night X Factor shows.

