

ALF INSIGHT
POWERING BUSINESS GROWTH

THE LITTLE BLACK BOOK OF
CREATIVE
MARKETING
CAMPAIGNS

INTRODUCTION

With so many marketing campaigns vying for your attention every day, it takes something special to stand out and something really special to stay front of mind.

But what makes a campaign stand out? Firstly, you need to choose the most suitable channel to deliver your message, and then ascertain how to do it.

To give you some inspiration, we've gathered our favourite campaigns across 10 marketing channels. From social media and mobile marketing to direct mail and print, you can plan 2016's campaigns using our Little Black Book of Creative Campaigns as inspiration.

Of course alongside creative inspiration you'll also need customers to lavish your inspiration on, for this use ALF as your little black book of 40,000 marketing and advertising contacts, to reach out to find your next big customer account.

Enjoy the read!

Tom McMullen,
Subscription Sales Director
ALF

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#THEDRESS

SOCIAL MEDIA

Following the hype online surrounding **#TheDress** which divided the public on whether a dress was black and blue or gold and white, Ireland Davenport used the optical illusion as the basis for a social creative campaign for the Salvation Army South Africa to raise awareness of domestic abuse.

The campaign, 'Why is it so hard to see Black and Blue', carried the tagline: 'Why is it so hard to see black and blue. The only illusion is if you think it was her choice. One in six women are victims of abuse. Stop abuse against women.'



The hashtag **#StopAbuseAgainstWomen** was used on social media along with images of a women covered in bruises wearing 'The Dress' in white and gold, to raise awareness of domestic abuse.

The campaign gained great traction on social media with over 3,000 tweets per hour following the initial launch. There was also a huge wealth of UK press who picked up on the campaign.

The success of the campaign can be attributed to the fact that it leveraged an existing social campaign in a timely manner. **#TheDress** trended on Twitter on 26 February and the Salvation Army campaign was launched just 10 days later while 'The Dress' was still being talked about. To make it even more timely, it was launched on International Women's Day (8th March) and coincided with the launch of 'Clare's Law' in the UK.

Ireland Davenport developed the campaign free of charge for the charity.

3K
TWEETS
PER
HOUR

DISNEY PARKS

BILLBOARD

Every adult still has a little bit of their fun childhood side in them, and what better way to bring that out than through the magic of Disney?

McGarry Bowen and Disney did just this in an imaginative billboard campaign called Disney Side to advertise Disney theme parks. The interactive billboard was built into an empty shop front at an indoor shopping mall in the US. When shoppers walked past, the backlit billboard generated their shadow in the shape of a Disney character, which mimicked their movements as they passed by to reflect their Disney Side.

The campaign was created to generate interest in Disney Parks as a holiday destination, particularly during the colder winter months when the parks usually experience a lull in business.



Disney Side is still ongoing with the launch of a new Show Your Disney Side app that allows you to transform yourself into your favourite Disney character on your phone or tablet.

The campaign had such a great impact because of its unique, interactive nature that anyone could join in with.

64M
VIEWS ON
YOUTUBE

UK TOURISM

PRINT ADVERT

Ahead of the London 2012 Olympics, the British government launched a global campaign to promote the UK as a destination for tourism, trade and investment called Britain is Great.

The campaign by Mother highlighted all that was great about Britain and why UK businesses are a valuable business prospect for investment. Imagery included Sir Richard Branson standing in front of one of his Virgin planes and a still from the Paddington Bear film at Paddington train station. Prints declared that different elements were 'great', including: 'Culture is great', 'Heritage is great', 'Entrepreneurs are great' and 'Creativity is great.'

Currently the campaign is set to generate a return of £1.2billion to the UK economy, against a target of £1.7billion to £1.9billion by 2019-20. There has been £68million worth of private sector funding for the campaign to date.



The success can be attributed to its astute use of case studies, current affairs and culture to publicise the opportunities on offer in Great Britain. The integrated campaign involves print and digital advertising and features key influential figures in the public eye.

£1.2BN
RETURN

JOHN LEWIS

TV

Thanks to agency Adam & Eve/DDB, John Lewis is becoming renowned for its beautifully shot and touching television adverts.

Its latest campaign for John Lewis home insurance features a little girl dancing through her house in a tutu to Elton John's Tiny Dancer. The camera follows her as she, slightly disruptively, leaps and pirouettes through the furniture in her house, which are all John Lewis products, of course. The advert features the tagline: If it matters to you, it matters to us.

The campaign advert was first launched on YouTube before going live on TV in August 2015 during an X Factor advert break.



Much like Adam & Eve/DDB's previous John Lewis advert, this campaign for home insurance features wonderful cinematography backed by a recognisable British song with a touching message and brilliantly British values.

The campaign is still live and has had over 2.5million views on YouTube alone. It received huge social media coverage, with Elton John himself tweeting about it.

The advert is subtle, but easily recognisable as a John Lewis ad, drawing on the values that the British public like about John Lewis to underline the values of their insurance offering.

2.5M
VIEWS

ZOOLANDER

PR



Forget Kim Kardashian: Ben Stiller/Derek Zoolander was the original pouter. The cult-hit film that parodied the fashion world, Zoolander, has spawned a generation of posers who have perfected their best Blue Steel pout.

To build momentum ahead of the release of the long awaited sequel, Zoolander 2, Paramount created their own Blue Steel Moment at the Valentino show at Paris Fashion Week in February 2015. Ben Stiller and co-star Owen Wilson took to the catwalk at the Valentino Autumn Winter 2016 Runway Show with the fashion house's models to show that their model alter-egos Derek and Hansel still had the moves. The official announcement for the Zoolander 2 film was made by Paramount the following day. [Check it out on twitter here.](#)

Paris Fashion Week always generates a social media storm and with the press, fashion reps and FROW celebrities all watching on, the PR stunt gained great traction. High profile fashion brands including Vogue, BOF and Maison Valentino all live tweeted the event and further documented the stunt.



The moment was captured and shared on YouTube, Instagram and Twitter, with the hashtag #Zoolander2 trending worldwide.

Leveraging the huge social media storm that follows Paris/London Fashion Week, the shock response on social media was spread vast and wide. YouTube, Instagram and Twitter, which are all maximised during PFW exploded with #zoolander2.

The PR campaign was such a success because it leveraged the social media buzz surrounding PFW, knowing that big fashion names would document the stunt. Although celebrities have been used in catwalks before, this is the first time a film has been announced during a show. Zoolander 2 is due for release in cinemas February 2016.

#ZOO LANDER2
TRENDING WORLDWIDE

UBER

EMAIL

Business users send and receive on average 121 emails a day, so marketers need to think outside the (in)box if they want to get clicks.

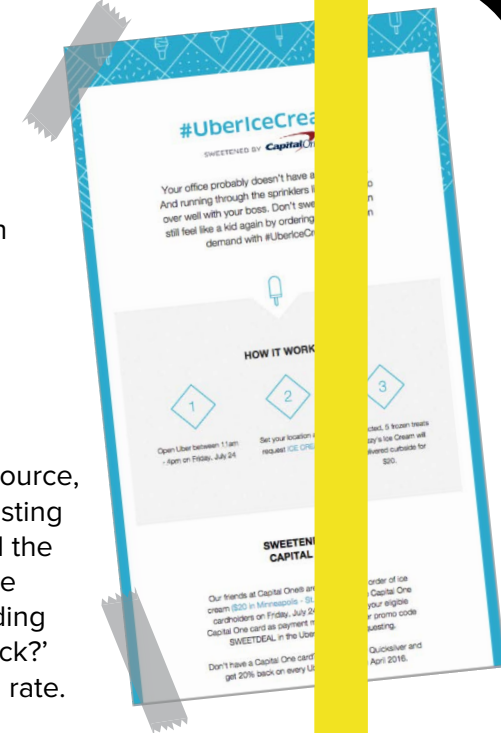
Uber is a great example of word of mouth marketing, but it also has some great email marketing. The creative concept behind this campaign is not in the design (albeit a simple and slick design) but the messaging and the offering itself.

The campaign was designed to raise the profile of the taxi network. During the height of summer, Uber partnered with Capital One to deliver five ice creams straight to customers' doors in Minnesota. If you were a customer with Capital One, your ice cream was free, if not, it was \$20.

This campaign tapped right into what people want when they're feeling hot and bothered in the summer months, and as well as promoting Uber's service, it urged people to sign up for a Capital One card to get 20% back on every Uber journey through to April 2016.

Uber sent more than 8 million emails to customers in this campaign which ran parallel to the 20% cash back offer with Capital One. Another email as part of this campaign, according to Mintel ePerformance/eDataSource, underwent A/B split testing of subject lines, to find the most clickable line. The subject line 'What if riding with Uber paid you back?' generated a 31% open rate.

While the campaign may not actually be getting you to get your take a journey with Uber, it is a unique experience that will make them easy to remember when you next need to make a journey.



31%
OPEN
RATE

IBM

CONTENT

IBM wanted to show business owners how data can deliver better experiences for their customers, but for most business owners, data is difficult to relate to.

So OgilvyOne presented what IBM could do with data in a way that was relatable and interesting: by doing live analysis on Wimbledon championship tennis tournament 2014, accompanied by fun animations.

The campaign, 'IBM – Dispatches from the Wimbledon Championships', was an interesting way to provide live commentary on matches, incorporated with interesting data. Such as: 'Murray vs Dimitrov: 31 strokes. Longest gentleman's singles rally of the 2014 Championship so far.'

Throughout the two week campaign, pre-made animations were updated with live stats before being pushed out via the IBM website, Twitter, Instagram and YouTube for people to view, share and enjoy.



The campaign was essentially a live case study, demonstrating their relevance with an exciting and engaging event. By the end of the tournament, the content had 244,108 engagements and had generated nine qualified leads, the equivalent of £1.8million in revenue for IBM.

244,108
ENGAGEMENTS

WORLD WATER DAY

DIRECT MAIL

It can be easy to ignore a piece of direct mail, so making it stand out with a unique feature is a great way to make it stick in recipients' minds.

Duval Guillaume Antwerp used a clever gimmick for their campaign for Green Belgium to mark World Water Day.

To mark World Water Day, a mailer was sent out to companies and the press inviting them to join the initiative. The message of the mailer was: 'Without water, knowledge can't flow'. The letter inside could only be read once it has been held under water, proving that water really is the source of all knowledge. [Click here to see it.](#)



The goal was to invite press and companies to a World Water Day conference, which advises them on how to best use water. The mailing campaign was backed up by more than 500 Green Belgium stickers stuck in washbasins in cinemas, pubs, restaurants, public toilets, universities, stations, etc. The stickers appeared in nine Belgian cities and in Mexico City (where the 2006 World Water Forum was held).

The campaign is unique, thanks to the innovative feature of revealing information by submerging/running the mailer under water. Incorporating the gimmick into the messaging as water being 'the source of all knowledge' is a great way to deliver a simple, but effective and memorable campaign, even if you do have to get your hands wet in the process!

STICKERS
APPEARED
IN **NINE**
BELGIAN
CITIES

CARRIE

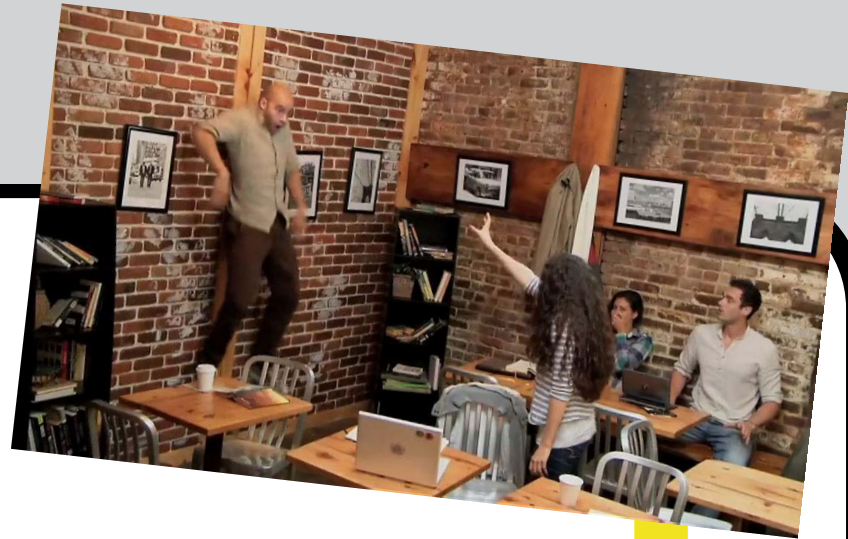
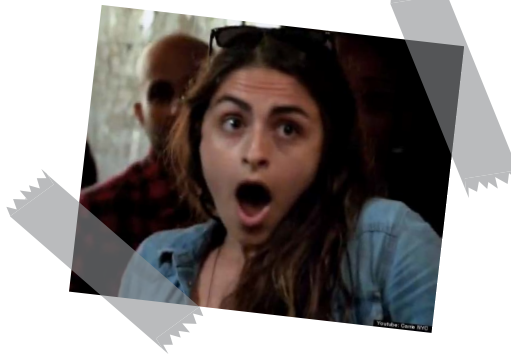
EVENT/EXPERIENTIAL

Experiential marketing needs to be frighteningly good to make an impact, which is what New York-based agency Thinkmodo did when marketing the remake of horror film Carrie in 2013.

Ahead of the release of the film, the aim was to stage an event that could be videoed and go viral, accompanied by a link to the new film.

The film is about a girl with telekinetic powers, so the stunt was centred around the concept of a 'telekinetic coffee shop surprise.' A New York coffee shop was used as the base for the event with a fake wall erected and filled with actors before it was opened to the public as usual.

[Watch it here](#)



A man walks past a girl working at her laptop and accidentally knocks her coffee over her things. The girl gets increasingly angry before standing up and slamming the man against the wall without even touching him before he is suspended in mid-air (thanks to the help of hidden ropes and pulleys). The tables around her then slide away and as she screams in frustration, pictures fall from the walls and books fly off the bookshelf (spring-loaded on the wall).

The video captures the shock and horror of the unwitting customers who have been fooled by the stunt. Since 2013 it has had over 64million views on YouTube and is often ranked as one of the top pieces of experiential marketing in recent years. It received 37million views in its first week alone.

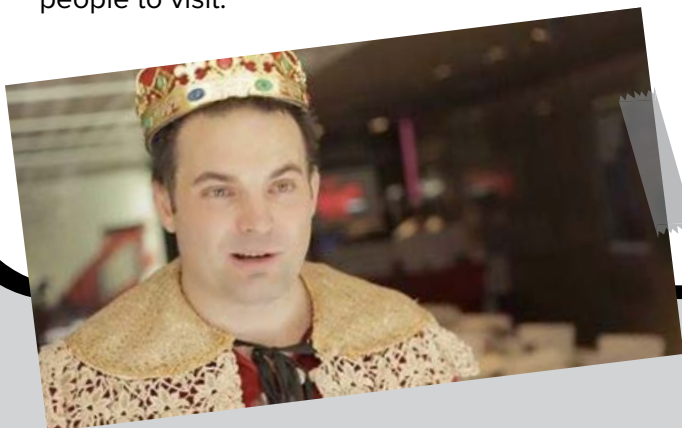
64M
VIEWS ON
YOUTUBE

MOBILE MARKETING

Drawing inspiration for your campaign from a hit cult series is a sure way to get some attention. Havas Worldwide Australia and One Green Bean drew on Game of Thrones to create its Game of Phones campaign for Virgin Mobile.

The objective of the campaign was to boost footfall in Virgin Mobile stores during the summer period by 5% - a big ask for the small operator which only has 4% market share. By offering a gamified experience in the form of an app, they were well placed to target the Millennial audience.

The game is fun and unique, modeled on a location-based challenge, in which you have to visit certain areas to collect points and prizes, and steal them off other people on your way. Virgin Mobile stores were safe houses, encouraging people to visit.



Customers were urged to download the app through social media, online video and radio. The 'Game of Phones' launch video was viewed 191,045 times and the game's Facebook page amassed 76,000 unique visitors.

Over three weeks, the app had more than 40,000 downloads, charting within the top 15 Android downloads. The app accrued 39,245 players across 64,942 sessions. 14,678 players entered a 'safe house' aka Virgin Mobile store to protect their loot – presenting a 10.8% increase period on period.

Virgin Mobile's 'Game of Phones' has received exceptional interest from the Australian public, generating more than 2.5 million screen views across both Android and iOS, and driving more than 103million online impressions throughout the duration of the game, delivering AUS\$2.5million in earned media.

2.5M
SCREEN
VIEWS

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