

RAVID KUPERBERG

The Unsung Heroes Of Digital Branded Content

Every pillar in contemporary brand communications is or should be about generating branded content. “From there to here, from here to there, content things are everywhere!” (Thank you Dr. Seuss).

When brands today apply the new principle of brand communications, making things people want rather than making people want things, even then...it's not just about the value of the offers or solutions or experiences created, but also (if not mostly) about the value of the content created.

Which is why brands constantly seek new sources of branded content. Yet...some powerful sources have already been serving brand communications for years. It's just a matter of recalibrating their purpose and our thinking. The fifteen year anniversary of the BCMA is a wonderful opportunity to celebrate these unsung heroes which go unnoticed. These sources of content we all know very well, yet have changed and reinvented themselves so as to play a major role in the age of digital branded content.

First unexpected heroes of the day...the ‘good old fashioned’ classical media platforms. The print ads, billboards, posters, TVC's, radio spots. The final stop in the classical advertising journey. Acting in the past as a stage where the creative idea was presented to its audience.

Today...frequently taking on a new role at the start of the creative thinking process. Acting as the heart of a creative idea, the basis of a disruptive innovative occurrence which sparks content on social media. Turning them into content generators on digital platforms, where measuring results becomes a possible task. A few or even just one print ad or billboard or poster or TVC or radio spot is all it takes to get the job done and the hype going.

For example the ‘IKEA Pee Ad’ by Akestam.holst Stockholm. Multiple winner at the Cannes Lions 2018 festival. Or the ‘Asics Foot Type Test Ad’ by Neogama Brazil, winner in 2017. Or the ‘Powerade Workout Billboards’ by Ogilvy & Mather Berlin, winner in 2015. All reflecting a similar thinking pattern called ‘New Tasking’.

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A pattern which generates a disruption by assigning these ‘media resources’ with a new task illustrating the brand idea/message.

THE PEE AD

THE IDEA
At first glance, the ad looks like an ordinary IKEA-ad, with a slightly different headline asking you to pee on the ad. And if you apply a small sample of urine on the marked area, the offer in the ad will change right before your eyes and present you with a new better price, promoting IKEA's membership club, IKEA FAMILY. But only if you're pregnant.

THE RESULTS
33% awareness/observation in Sweden
1.700 articles republished the ad
\$12 000 000 in earned media
4.3 billion global impressions
Crib sold out

4.3B GLOBAL IMPRESSIONS
\$12M EARNED MEDIA

Mashable
"GENIUS, HILARIOUS, AND ALSO WONDERFULLY GROSS"
"THE FUTURE OF ADVERTISING"
"PEEING ON THIS AD MAY CHANGE YOUR LIFE. IT MAY BE THE FIRST TIME IN ADVERTISING HISTORY THAT SUCH A PROMISE IS ACTUALLY AN UNDERSTATEMENT."
"THIS IS EITHER THE MOST CREATIVE OR REPULSIVE AD FOR BABY FURNITURE OF ALL TIME."

Logos: theguardian, The Washington Post, HUFFPOST, Bloomberg, TODAY, THE VERGE, FORTUNE

(Image courtesy of IKEA)

THE WORLD'S FIRST WORKOUT BILLBOARDS

TASK
No one cares about advertising. But everyone cares about their body. How can we establish Powerade as the ultimate sports drink for the active and the sports enthusiasts - despite their rejection of advertising?

IDEA
We don't simply advertise, we do sports. The Powerade "Workout Billboards" billboards which are advertising and training machines of the same time.

RESULTS
The Powerade "Workout Billboards" got our target group not only interested, but involved. On only three weekends our billboards engaged thousands of people with Powerade. And with the documentary we also proved online if you want to activate athletes, you need more than regular advertising.

(Image courtesy of Powerade)

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Another popular form of turning a classical media platform into a branded content source is by transforming it into an ‘Extreme Challenge’ platform. Using it to ignite a real-life drama, as done for example so effectively by McCann London and Xbox in the ‘Survival of The Grittiest’ idea.



(Image courtesy of Xbox)

Another interesting content source to celebrate is...the most common *tactical* marketing tool known to ‘Brandkind’: ‘the promotion’. But why just use it to increase sales when it can effectively be used to generate appealing content? For example by creating a ‘Dynamic Connection’ between two brand variables which were never connected before.

One variable representing the brand offer (price, discount, number of payments, availability, etc.), which is in the complete control of the brand. And the other, which is not necessarily in the complete control of the brand, but represents the brand idea/message/content world/target audience.

Like the ‘Opel Pay with Views’ idea by JWT Amsterdam, multiple winner in Cannes 2018, or the ‘Franchise Model’ idea for Xbox by McCann London, also winner in 2018. Or the renowned ‘Snickers Hungerithm’ idea by Clemenger BBDO Melbourne which dominated Cannes in 2017.

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OPEL INTRODUCES

PAY WITH VIEWS

MAKE A VIDEO OF YOUR TESTDRIVE IN AN ONLINE EDITION AND USE YOUR VIEWS TO BUY A BRANDNEW OPEL



KARL ROCKS
ONLINE EDITION
589,900
VIEWS

CORSA
ONLINE EDITION
739,600
VIEWS

ASTRA
ONLINE EDITION
922,800
VIEWS

"IS THIS THE FUTURE OF PAYMENT?"
METRO

Dear Clint, Have seen you in the Opel spot where they ask to make a film of their new Astra and once your film has 500000 views you get that car. Could you make such a film for me and when the film gets that amount of views may I have the car? Best

glenhobby
What do you think Dunny?
FROM: HUNGERITHM

27,112 **view** in **1 hour**
25 APRIL

See more messages...

"THIS IS A WORLD'S FIRST" YOUTUBE



(Image courtesy of Opel)

ADWEEK | SNICKERS | P&G | FST@P&G

[HUNGERITHM]

ANGRY INTERNET = CHEAPER SNICKERS



IDEA

HOW ONLINE MOOD DETERMINED REAL WORLD SNICKERS PRICES

For five weeks, the Hungerithm measured online mood and when anger went up, Snickers prices went down across Australia. The network, which already existed for Hungerithm mobile site, where they instantly generated a TV Screen Network.

Every day the Hungerithm estimated over 14,000 social posts and updated prices 144 times.

TEAM

- 166 PRICE CHANGES PER DAY
- UNDERSTOOD SLANG AND SARCASM
- NO DOWNLOADING APPS REQUIRED

RESULTS

- BUILT ON A 3,000 WORD LEXICON FROM P&G
- OVER 500,000 SOCIAL POSTS ANALYSED
- 70 MILLION+ MEDIA IMPRESSIONS
- 5,040+ PRICE CHANGES
- +67% SALES INCREASE
- +120% TWITTER REACTIONS



Real-time Price Updates



Reactive Social GPS



Reactive Video Content



Desktop Platform



Live-to-Share Digital Displays



Time-targeted Spots

(Image courtesy of Mars)

When looking into branded content outcomes which embrace innovative groundbreaking technology, there is one thinking source which is constantly moving forward: THE PAST!

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History has always been a source of entertaining content. But new technology developments are constantly opening up opportunities and possibilities to look back...and 'Rewrite History'. So as to re-live it in new creative engaging ways.

JFK UNSILENCED
53 YEARS AFTER HIS DEATH, JFK GIVES HIS FINAL SPEECH

CONTEXT
On the 22/11/63 as he was on his way to give a speech at the Dallas Trade Mart - President Kennedy was silenced.

EXECUTION
Data usually sharpens a story, but for JFK, it made it possible to actually tell the story and allowed over **1 billion people** to finally hear JFK UNSILENCED.

RESULTS

- Covered by **59 countries** worldwide.
- Total Editorial Reach: **1 billion**
- Advertising Value Equivalent (AVE): **£8.9 million**
- Total Social Reach: **26 million** (Potential to reach 21.5m Twitter users & 4.5m users on other social networks)
- Total Twitter Impressions: **52.1 million**
- All our rivals covered our story.

COVERED BY

The Guardian, BBC, NEWS, CNN, FOX NEWS, THE ECONOMIST, FINANCIAL TIMES, sky NEWS, Mirror, CBS, The Washington Post

THE TIMES
Find your voice

Client: Honda Motor Co., Ltd
Brand: Internet

(Image courtesy of News UK)

Ayrton Senna 1989
RE-CREATED SOUND

Driving data brings back Ayrton Senna's fastest lap from 24 years ago.

Challenge
Internavi is a car navigation system provided by Honda that designs driving experiences with the power of real-time driving data collected from vehicles. The origin and core technology of Internavi's navigation, which is driving data, is still not widely known. Our mission was to tell the true possibilities of this technology.

Idea
To tell the story of its unique technology and history we re-enacted the world's fastest lap set by Ayrton Senna while qualifying for the 1989 Formula 1 Japanese Grand Prix. Every aspect of Senna's engine and acceleration data from that race was digitally restored and analyzed. The engine sound of Senna's F1 machine McLaren Honda MP4/5 was re-created by combining Senna's driving data collected in 1989 with various engine tones recorded today. Then the re-created engine sound was played according to the driving data bringing back Senna's fastest lap from 24 years ago.

Result
Right after its launch, this project became a sensation and was covered by media from Japan as well as Brazil, Europe, the US and other regions with zero PR or media budget. Becoming the most watched YouTube video by an automobile company in Japan's history as well as the most watched viral video two weeks in a row worldwide.

TVCM/Online Video/Outdoor
Hundreds of networked speakers and LED lights were placed along the 5,807-meter long Suzuka circuit bringing back Senna's fastest lap from 1989 with engine sounds and LEDs.

Radio
A radio ad featuring Senna's engine sound was aired. Motorsports journalist Jun Inamiya who is an old acquaintance of Senna's did the narration.

Website
Everyone could see telemetry data and hear Senna's engine sound of the full lap. On a WebGL-based website, everyone could experience Senna race through Suzuka circuit by generating his record-breaking 1:28.041 lap re-created with 300G.

App
An app where everyone could enjoy driving to the engine sound of Senna's McLaren Honda MP4/5 using GPS and acceleration sensor on their smartphone was developed and distributed.

Sound of Honda

(Image courtesy of Honda)

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Reflected in ideas such as 'JFK Unsilenced' for The Times in Ireland by Rothco Dublin, an outstanding winner in Cannes 2018. Or 'Evert 45' by N=5 for the telecom brand KPN in the Netherlands, a Grand Prix winner in Cannes 2018 keeping WWII war veteran heroics alive by delivering them in a more familiar updated digital format. Or the amazing 'Sound of Honda/Ayrton Senna 1989' idea by Dentsu Tokyo, winner in 2014. All using technology to bring history back to life in an original fascinating manner.

These three simple content sources have always been around, yet have reinvented themselves in recent years. Helping deliver content and formats so dominant and effective for everything we do today in brand communications.

The search for new original digital branded content ideas might be challenging at times. Or simple at times, if you know where to start looking...

Ravid Kuperberg is a Partner & Creative Thinking Trainer at Mindscapes, that offers structured creative thinking training for agencies and brands, operating in more than 30 markets worldwide. An experienced trainer of co-creation and creativity boosting in interactive and integrated advertising, from revealing insights to developing creative outcomes. He has conducted projects with numerous leading advertising agencies and global brands (Publicis, Grey, Lowe, TBWA, Isobar, Cheil, Google, Eurobank, Unilever, Telenor and others). Ravid is a former advertising professional with a background in strategic and creative positions: starting of as a strategic planner before becoming a copywriter and later a creative director at Publicis. Ravid is a keynote speaker at international marketing conferences and advertising festivals. He has an MBA degree and a Bachelor's degree in economics and statistics. Most important of all (for Ravid), he is a goalkeeper for his local amateur football team. The New Tasking thinking tool is based on SIT's Unification tool. The Dynamic Connection thinking tool is based on SIT's Attribute Dependency tool.