Great work

Great examples of digital marketing collated from brainstorms and training workshops

Summer 2005
Great examples of digital marketing

The really successful digital campaigns are those that ride the wider trends in how marketing, media, technology and consumer culture are changing. On the IDM course we shared some of the trends we’ve identified, and these simple reminders show how different brands harnessed them.

Integration through the customer journey

British Airways
- From your desktop straight to a seat on the plane. Their automated online check-in saves time for both you and them as well as saving on airport costs.
- BA have also successfully woven offer based emails for their Executive Club members into sales strategy to offload spare inventory.

LastMinute
- Cheeky tube advertising (“You want to take the Piccadilly line to Heathrow!”) acts as a powerful way of driving commuters to web based offers whether they’re on their way too or from work.

Cancer Research UK
- Their ‘race for life’ campaign uses many media to drive registrations online.

Dell
- Masters of the new networks, Dell invite you to browse online, get quotes by email and then pay over the phone.

Integration between online and offline

British Airways
- The ‘Click’ campaign integrates well across all media channels

Barclays retail
- Their recent campaign linked with Premiership sponsorships included ATM advertising and even free ticket give-aways

Integration that harnesses the uniqueness of digital channels

Dyson
- The latest banner adverts for the Dyson ‘Ball’ harness two facing banner spaces and turn them into a retro game of ‘pong’ the ground-breaking 70s video game. The ball bounces over the content of the central frame of a web page, but the tone of voice is comic and the media planning savvy so customers accept the intrusion

Live 8
- **Text message and database building**
- Social marketing has the power to ignite emotion in a way most brand managers can only aspire to. The Live8 campaign served many different objectives but left the organisation with a vast database of sympathizers who, by texting, had shared an experience with the brand.

Mini
- **Web experiences extend the television campaign**
- The ‘Mini adventure’ campaign has become iconic and its extension to the web does more than simply copy the television or outdoor work. There have been new executions, new messages and a deep integration with the AKQA designed site.

Personalisation, 1:2:1 and relationship building

Amazon
- Personalised content whenever I go there

LastMinute
- Personalised emails that speak my languages

Ocado
- Building relationships through great copy-writing; getting the tone of voice bang on

Ocado, Tesco and Sainsbury’s
- Enhancing relationships through providing utility; simply remembering your shopping favourites saves you time and adds a great deal of value.
Dell
• Their ‘special offers closing tomorrow’ get good click rates and shift stock. For small organisations they’ve achieved bookmark status

EBay
• My EBay pages make customers feel at home in the world’s largest auction

Customer service leaps

Virgin Wine
• Having a ‘personal wine advisor’ is no longer the preserve of the specialist collector, simply log on and ask for some help.

Tapping into the community power of digital networks

Richmond Theatre
• Texting offers on last minute tickets
• Often it’s the smallest companies who come up with the most elegant marketing. What could be smarter than texting your local customers on the afternoon of a show with details of the discounted seats the theatre they already know and love has available that night. A brilliant idea that harnesses the immediacy and intimacy of digital, and for almost no cost covers a marketing problem that would be have been almost impossible to address through other channels.

Amazon
• With millions of other shoppers, no wonder their suggestions for your next book are so accurate!

Confetti
• Bringing a geographically disparate community together

Tapping into the community power of word of mouth

EBay
• “I sold my wife’s wedding dress on EBay”
• This PR campaign was one of those virals that really made you pass the message on. It combined the brand values of EBay with their marketing objective to reach new customers. It also allowed people to experience the brand which has been a real challenge for many online services.

Convergence

Orange
• The Orange Wednesdays cinema campaign
• This is a multi-award winning giant of a campaign that spans inbound and outbound text messaging, CRM, brand-building cinema commercials, PR, outdoor and a raft of other media channels. It harnesses the digital technology to communicate the offer (and reminders and CRM), but also uses text messaging to deliver coupon codes that are then redeemed in the cinema (it’s a simple BOGOF/two-for-one scheme). The brand positioning is in alignment with their target audiences and integrates well into the marketing platform of cinema that they’ve wedged themselves to. For me the real power is that it engages people in the brand experience directly; at a time when mobile phone companies are trying to move us from voice users to data / picture / features users, this campaign gets its audience interacting with the phone’s features and then talking about it with their friends.

Volvo
• The ‘Life on board’ project uses a rich mix of media to tell stories about the use of the product. The videos are engaging and the campaign integrated across many media channels. The raw materials – stories from people using their cars – are emotionally engaging and harness the converged landscape around us

3G
• The ‘We like sharing’ campaign not only demonstrates the product features, but encourages people to join the network

iPod
• The iPod launch campaign harnessed sound and video with a tone of voice spot on for the brand. By taking those elements across all their media they reinforced awareness and built a stronger brand image.

Targeting power and bringing the brand’s message to life

COI (government campaigns)
• From illegal cigarette importers to Royal Marine recruitment, COI target audiences are some of the most complex and difficult around. Any wonder they’ve gravitated to the web?

Pot Noodle
• The microsites from creative agency Glue became legendary for their stickiness, with games, videos and stories that were as ‘on brand’ as they were cheeky. Short sound bites of highly entertaining distraction. Some leading creatives may have called them ‘puerile’, but they gave Pot noodle a chance to have deep relationships with their customers and push the positioning of the brand.

Mini
• Witty, engaging and beautifully simple, Mini’s online advertising is justifiably worth a mention. But consider what happens after the click, and how you can play games on the site to customise your Mini product. Brand engagement, consumer aspirations, deeper loyalty and enhanced positioning: all from a simple microsite.

Taxi numbers on text
• Posters that talk
• Using an outdoor advertising hording as the trigger for a call to action is a well-trodden path, but with digital technology now giving outdoor a new lease of life we’re seeing a range of new applications develop. In this example the poster announces that it knows a great taxi number and as you stumble out of the station it can Bluetooth it to you. Data exchange, on-demand advertising, direct marketing and immediate delivery of the service all make for a powerful model that could be extended to all sorts of brands and services.

Targeting power and bringing the brand’s message to life

COI (government campaigns)
• From illegal cigarette importers to Royal Marine recruitment, COI target audiences are some of the most complex and difficult around. Any wonder they’ve gravitated to the web?

Pot Noodle
• The microsites from creative agency Glue became legendary for their stickiness, with games, videos and stories that were as ‘on brand’ as they were cheeky. Short sound bites of highly entertaining distraction. Some leading creatives may have called them ‘puerile’, but they gave Pot noodle a chance to have deep relationships with their customers and push the positioning of the brand.

Mini
• Witty, engaging and beautifully simple, Mini’s online advertising is justifiably worth a mention. But consider what happens after the click, and how you can play games on the site to customise your Mini product. Brand engagement, consumer aspirations, deeper loyalty and enhanced positioning: all from a simple microsite.

Taxi numbers on text
• Posters that talk
• Using an outdoor advertising hording as the trigger for a call to action is a well-trodden path, but with digital technology now giving outdoor a new lease of life we’re seeing a range of new applications develop. In this example the poster announces that it knows a great taxi number and as you stumble out of the station it can Bluetooth it to you. Data exchange, on-demand advertising, direct marketing and immediate delivery of the service all make for a powerful model that could be extended to all sorts of brands and services.

And other examples we liked included:
• ING Direct: for great integration between online and offline work
• Rackspace: for their use of new technology
• VistaPrint: customer ownership
• Yell.com: great integration across a vast array of marketing channels
• Pigsback: more integration
• Wedding Crashers: Another great viral
• OneAndOne.co.uk: relationship marketing from One to One