
ESA SKILLS WORKSHOP > EMBRACING SOCIAL MEDIA



CONTEMPORARY TRENDS > CREATIVE STIMULUS

ACTIVATIVE

Pepsi Max's 'Uncle Drew' 30-Sec TV Spot

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Pepsi Max's 'Uncle Drew' 30-Sec TV Spot

- > Starting an 'Embracing Social Media' presentation with a traditional 30-second TVC seems odd
- > The familiar, old -school advertising format that all marketers are so very familiar with isn't very 'social'
- > This Pepsi Max 'Uncle Drew' 30-sec TV spot first aired on US network ABC in 2013 NBA Finals
- > The cost of the ABC media buy is reported to be around \$500,000 for each 30-seconds
- > NBA Finals 2013 viewing figures averaged around 20m (although deciding Game 7 drew 26m)
- > A classic standard example of traditional, advertising-led reach and frequency sports marketing
- > Starring brand ambassador and Cleveland Cavaliers rookie NBA player Kyrie Irving
- > So far, so old school, so simple!

Uncle Drew Began As A 5-Min YouTube Film

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outube.com/watch?v=8DnKOc6FISU

YouTube GB

uncle drew


Upload

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GUIDE

MORE RESULTS

uncle drew



0:03 / 4:58

Pepsi MAX & Kyrie Irving Present: "Uncle Drew"

Pepsi · 857 videos

29,523,359

Subscribe 681,833

103,316 2,055

Like

About Share Add to

Published on May 18, 2012

Pepsi MAX went to a pick-up game in Bloomfield, NJ pretending to shoot a documentary on a basketball player named "Kevin " When

Next in Pepsi MAX: A Zero-Calorie Cola In Disguise

Sneak peek of Uncle Drew, Chapter 3 coming 10.28.13 by Pepsi 689,331 views

Play all

Suggestions

Pepsi MAX & Kyrie Irving Present: "Uncle Drew: Chapter 2" by Pepsi 9,779,029 views

Pepsi MAX & Kyrie Irving Present: "Uncle Drew: Chapter 3" by Pepsi 5,244,920 views

Exclusive Peek: On Set with PepsiMAX & Kyrie Irving: Uncle Drew Chapter 2 by Pepsi 530,179 views

Pepsi NEXT Super Bowl Commercial Teaser - Party Shopping by Pepsi 835,909 views

Sofia's Diet Pepsi Commercial on The Ellen DeGeneres Show by Pepsi 597,997 views

Uncle Drew Chapter 2 Behind the Scenes: "Wes" Meets Kevin Love's Dad by Pepsi

Uncle Drew Began As A 5-Min YouTube Film

- > But 'Uncle Drew' didn't begin as a 30-second TV commercial – his origins are very different
- > It was originally a five minute long online film never intended for TV broadcast
- > The webfilm was made on a minimal 'digital budget' a fraction the cost of a 30-sec ABC ad buy
- > It was a minor, low cost, fun, social marketing experiment with a first year player ambassador
- > The film was posted on Pepsi max's YouTube channel and Irving personally tweeted about it
- > Within three weeks it had racked up 10 million YouTube views
- > It became a viral phenomenon and now boasts 29.5m views
- > Impressively, 80% of these online viewers watch all 5 minutes of the film
- > In 2012 it was the number one most watched YouTube film of the year in the USA
- > Pepsi felt it then had little choice but to buy some prime time ad space and cut a 30-second commercial from it
- > 'We had no plans to advertise on TV, but when we saw it's social performance it made sense'
- > This shows the contemporary power of social – it can now drive the traditional marketing cycle
- > Uncle Drew also reflects sponsorship's social fear: Pepsi isn't the NBA drinks sponsor, Sprite is!

Sponsorship's Social Fear: Free Live Ambush

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Oreo Cookie 
@Oreo

Power out? No problem.
pic.twitter.com/dnQ7pOgC

 Reply
  Retweet
  Favorite
  More



16,070
RETWEETS

6,219
FAVORITES



5:48 PM - 3 Feb 13

> CLICK TO VIEW

Dulux Collective Passion Colours



Paradise
Green 4



Sapphire
Springs 3



Bermuda
Cocktail 2



Lilac
Spring 3



Rock
Candy 2



Bongo
Jazz 1



Photo credit: PA



let's colour



Dulux
@duluxuk

Looks like Damien Hirst may have used some of our favourites on the #BRITs2013 award! twitpic.com/c5f6nr

8:09 PM - 20 Feb 2013

35 RETWEETS **17 FAVORITES**

Sponsorship's Social Fear: Free Live Ambush

- > Some sponsorship marketers fear social arguing it enables ambushers to easily leverage events
- > Without ever having to purchase any official rights
- > Does the rise of unbridled social sharing oppose the very concept of buying rights?
- > It is certainly a potentially effective (and potentially cheap) ambush tool
- > Just think about the rise of real-time event-related brand tweets: a key trend at big 2013 events
- > Best illustrated by Oreo's famous Super Bowl power cut tweet: 'You Can Still Dunk In the Dark'
- > Which gained 16,000 retweets within one hour
- > And 22,000 retweets by the end of the game itself
- > And to a lesser extent, the UK's own version of the trend during this year's BRITS music awards
- > Which saw Dulux leverage artist Damien Hirst's signature spotted statuettes via a real time awards event tweet
- > Leveraging such events can be cheap and simple for non official brands with no rights
- > After the Twitter event avalanche that followed these examples we wish more brands were quiet

Can't Own Consumer Headspace/Socialspace



Can't Own Consumer Headspace/Socialspace

- > But all these examples demonstrate is no brand can ensure ownership of consumer headspace
- > Whether that is the social media space or a viewer's imagination – rights don't mean ownership
- > This was very clearly illustrated by several brands at London 2012 – such as Nike & Beats Audio
- > Despite the Olympic Games enacting the most draconian anti-ambush legislation in history
- > It's a fact of life – you can't protect sponsor s by legislating things out of a consumer's mind
- > Instead, sponsors should focus on maximising the rights that they do have
- > Official rights with real value offer clear and unique brand benefits – otherwise they are useless
- > So sponsors must focus on maximising the value of rights by maximising these advantages
- > The sponsorship industry can stop its social sweating as savvy sponsors usually come out on top
- > At London 2012 Nike's ssocial media led 'Find Your Greatness' Olympic ambush work was admired /successful
- > But even in social spaces, like YouTube views, it was official IOC sponsor P&G topping the charts
- > While Uncle Drew Ch3 got 5m YouTube views last week, it was beaten by NBA spbonsor

Samsung

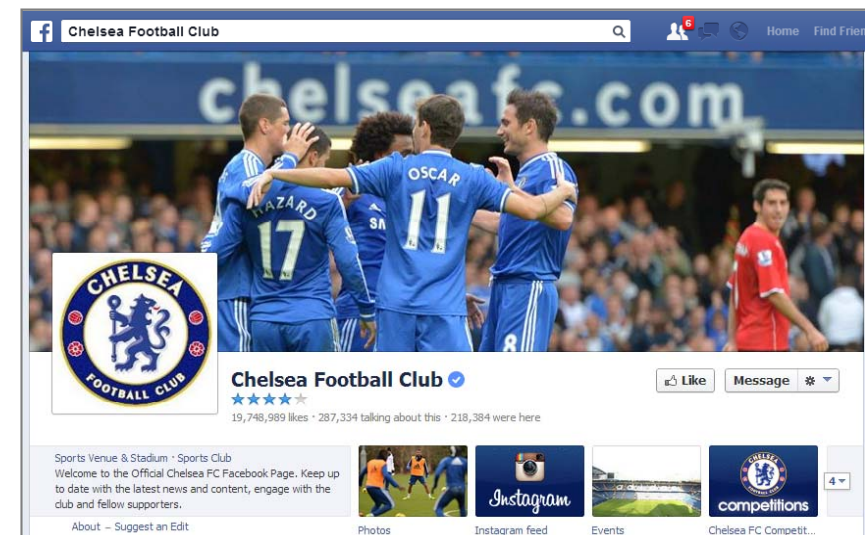
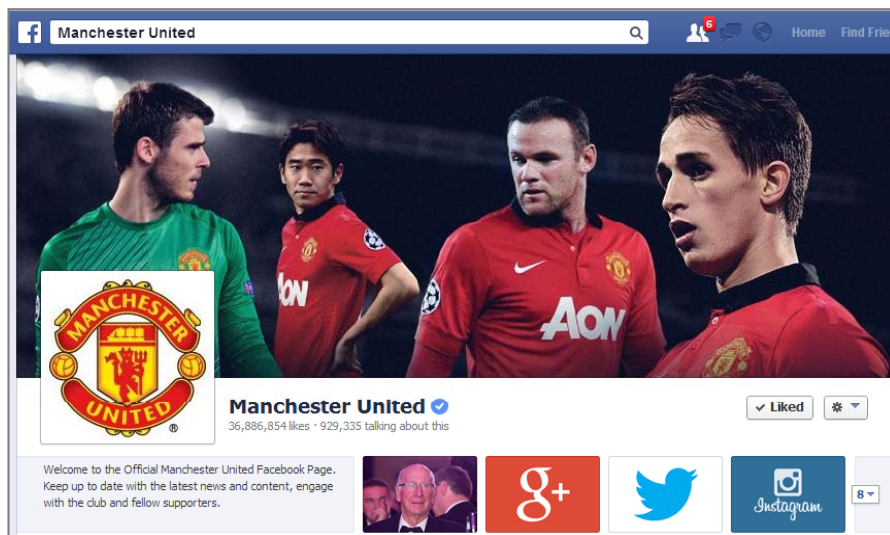
Savvy Social Sponsors Usually Win > P&G



Savvy Social Sponsors Usually Win > Samsung

A YouTube video thumbnail showing a man and a child. The text '9.8m YouTube Views' is overlaid in red. A small button in the top right corner says '> CLICK TO VIEW'.

Rights Holders Can Access Social Communities



And Use Them To Create Social Connections

> CLICK TO VIEW



U.S. OLYMPIC
GENOME
PROJECT

Or To Enable Fans To Personalise Content

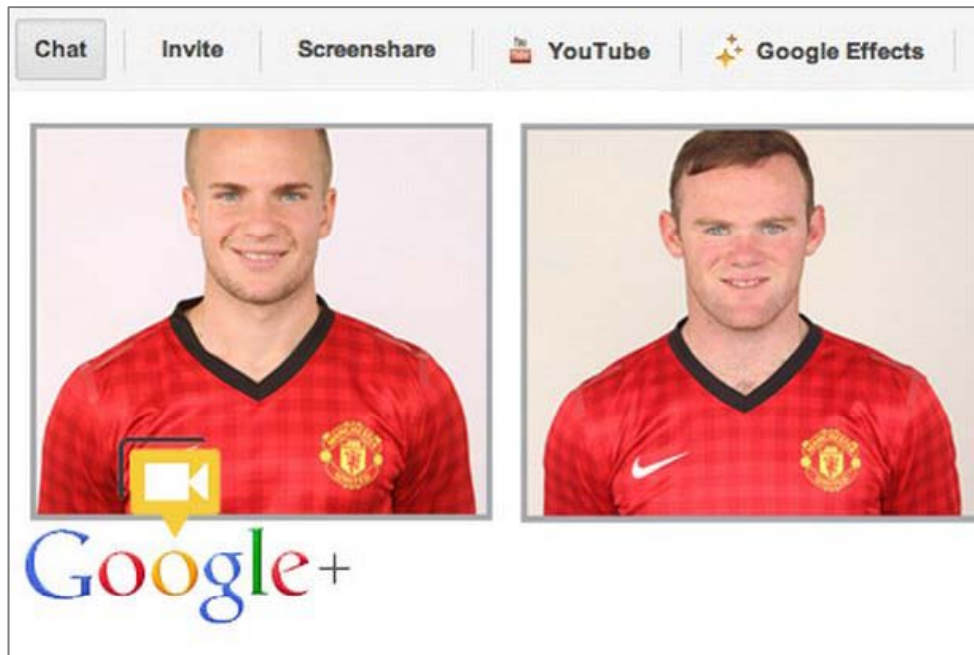
> CLICK TO VIEW



To Turn Personal Posts Into Communal Events



To Offer Fans Exclusive Direct Access To Stars



160,000 fans in DHL's 1st Man Utd Google+ Hangout



To Digitally Amplify Reach/Engage Interactively

> CLICK TO VIEW

UNSTAGED AMERICAN EXPRESS AN ORIGINAL SERIES FROM AMERICAN EXPRESS

IDEA:

UNSTAGED - revolutionizing the interactive concert experience, bringing the emotion of "being there" to a global online audience. A unique collaboration of incredible music artists, legendary directors, and breakthrough digital connectivity between artist and fan.

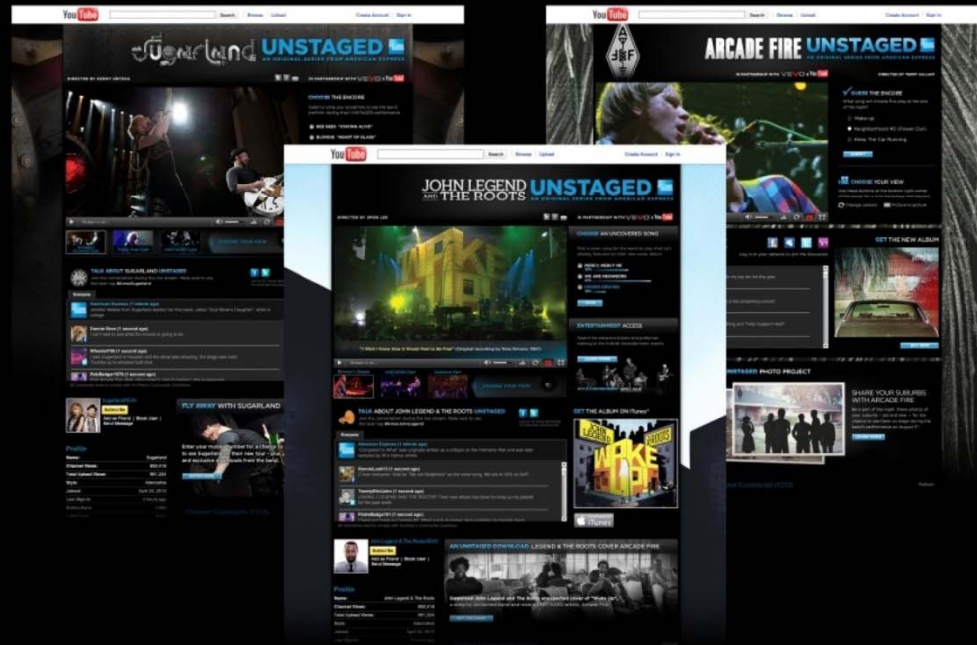
EXECUTION:

We partnered with YouTube and Vevo to create a first-ever web concert series dedicated to top-tier, live + digital experiences.

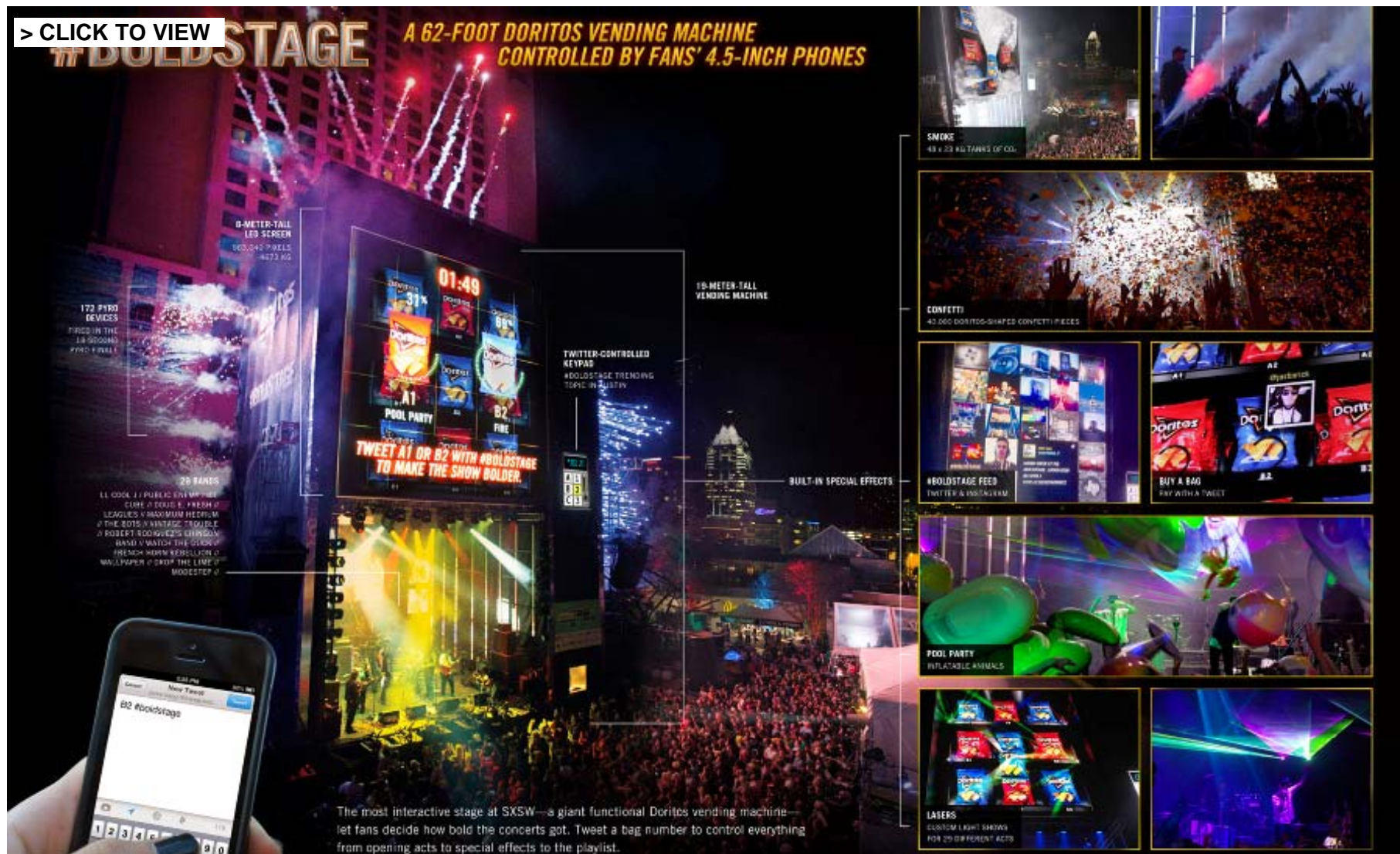
UNSTAGED featured Arcade Fire directed by Terry Gilliam, John Legend and The Roots directed by Spike Lee, and Sugarland directed by Kenny Ortega.

RESULTS:

Music fans flocked in droves, generating over 32MM views and spotlights in Billboard, Rolling Stone Hotlist (#4), and widespread praise throughout the blogosphere.



To Put The Fans In Control Of the Experience



To Create Crowd-Controlled Branded Events

> CLICK TO VIEW

BE THE COACH



BRIEF:

Carling Black Label wanted to leverage their involvement in soccer sponsorship.

EXECUTION:

We created the Carling Black Label Cup between Orlando Pirates and Kaizer Chiefs.

Soccer fans could use their mobile phones to vote for the players that would take to the field in the Carling Black Label Cup.

RESULTS:

We received **10.5 MILLION** votes in 7 weeks.

Over 80 000 fans watched the Carling Black Label Cup live – with millions more watching on TV.

The campaign generated over **\$12.2 MILLION** of P.R. for the brand. Carling Black Label saw strong growth in a declining beer market.

To Support Social Initiatives & CSR Work



To Make Direct Community Health Benefits

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At the State Blood Bank of the State of Bahia, June and July are the months with the most lack of blood. For Hemoba to meet the demand of the population, it was necessary to increase the number in 25% during this period.

IDEA

It's a fact: people only motivate to donate blood when someone they really like is in need. Thus, we decided to make an invitation for them to donate blood to their greatest passion: their football club. We took off the red of the century Vitória uniform. Only with the direct participation of the fans, through blood donations, the color of the jersey would go back to normal. Stripe by stripe as blood was being donated. In the first day of the action, the team entered the field with the uniform without the red stripes. Flyers and a press kit were distributed to the fans, journalists and influencing fans, explaining what was happening. Right after the game, we premiered an ad, narrated by Wagner Moura, actor who did "Capitão Nascimento" in the Tropa de Elite films and fanatic Vitória supporter. The campaign also had ads and a fan page on Facebook. During ten games, the team played with the new uniforms. People were donating blood and the stripes gradually rising.

Campaign launched after the 1st game.



My blood is Red & Black



VITÓRIA TOOK OFF THE RED OF ITS JERSEY.
ONLY WITH ITS FAN'S BLOOD DONATION THE COLOR
WENT BACK TO NORMAL.



Original Jersey

New Jersey



RESULTS

Increase of **46%** in blood donations
(21% over the original objective).

With an investment of US\$ 15,000.00 was generated
US\$ 8,000,000.00 in spontaneous media.

Approximately 130 million people were impacted: more than 1 billion page views on the web and 5:30 minutes of TV exposure, including games, after game shows and articles about the campaign. Videogame players developed, on their own, the new uniforms for the Pro Evolution Soccer 2012. The jersey became the third official uniform of the club and even got a pirate version, which could be found with street vendors. The club immortalized the campaign in its memorial and is producing a documentary. Coincidence or not, Vitória went to the 1st place in the Second Division of the Brazilian Championship.



National and International Repercussion:



To Leverage Fan Passions To Save Lives

> CLICK TO VIEW

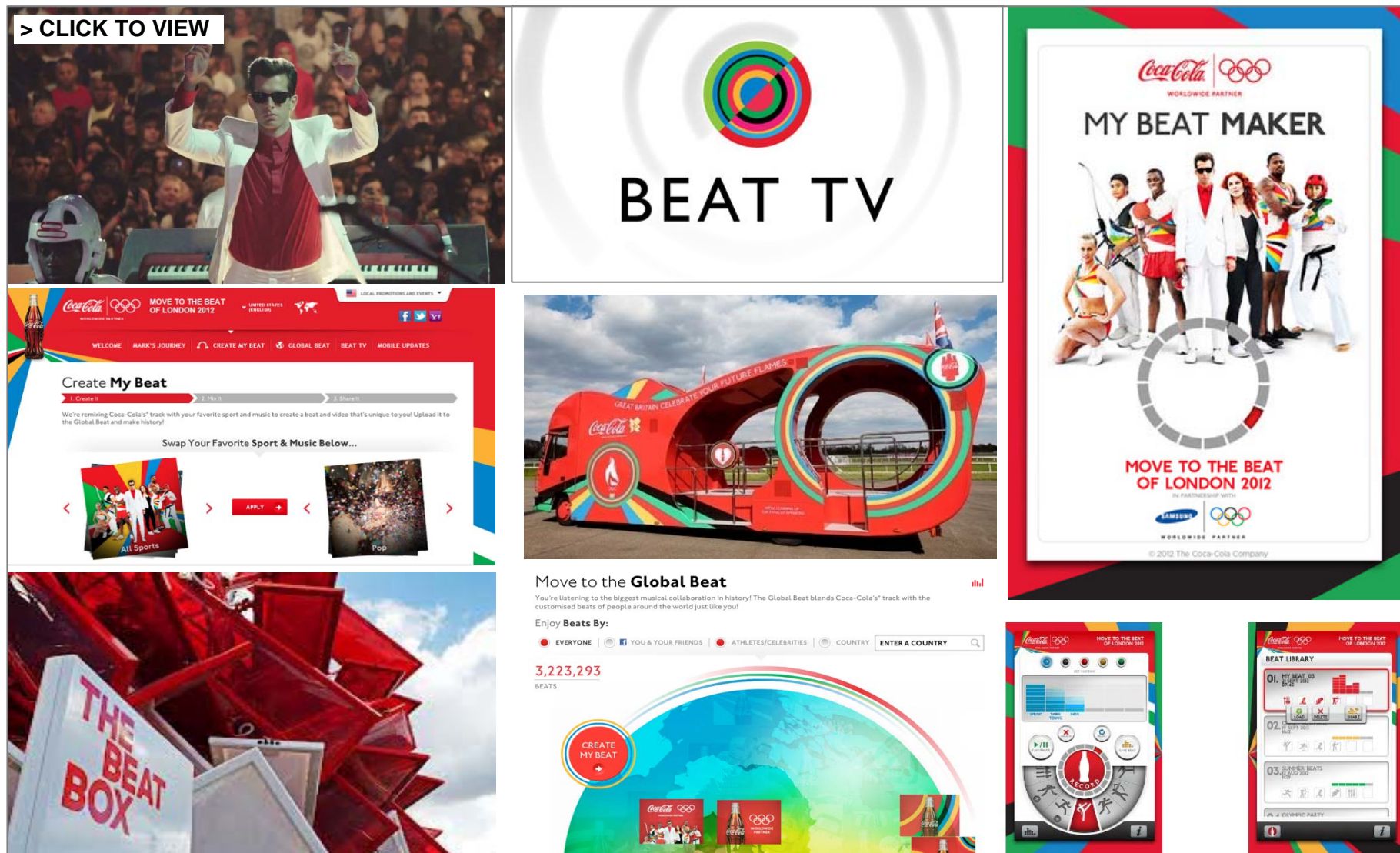


THE FIRST ORGAN DONOR CARD FOR A FOOTBALL TEAM.

Mosaic Storytelling Activation Like Media Brands



With Social Activation At The Mosaic's Core



What's Next? Live Talent POV Social Platforms



What's Next? Social Moves Beyond Screens



Experiment, Trail & Play, But Don't Do This!



Experiment, Trail & Play, But Don't Do This

- > Passions and interests are social currency through which people articulate their personalities and characters
- > Around which huge crowds gather across the wider and ever evolving social web and in physical spaces too
- > This is sponsorship's sweet spot: enhancing fan experiences with event-fuelled social currency
- > Savvy contemporary social sponsorship activation is content rich in sharing/community/loyalty
- > The social space is easy to access, economic, flexible, creative and driven by consumer passion
- > So maximise your rights by using it, basing your ideas on it, playing in it, experimenting with it
- > But it is also a serious, rapidly maturing space that's subject to real world sensitivities and laws
- > So, while Pepsi Max succeeded socially with Uncle Drew, they don't always get it right
- > Don't do what Pepsi Max Sweden did with its Cristiano Ronaldo voodoo doll clips on Facebook
- > A marketers may have judged them to be momentarily fun prior to the Sweden v Portugal World Cup game
- > But while social is live and real-time, split second decisions are dangerous in marketing/media
- > Shown by the 24hr campaign backlash as 115,000 joined 'I'll Never Drink Pepsi' Facebook group



ACTIVATIVE