



WPPED
CREAM
2007

MEDIA | HIGHLY COMMENDED | MEDIAEDGE:CIA SPAIN
SONY ERICSSON - W880I | GUERRILLA GIGS

CHALLENGE

Increase brand awareness, increase purchase intent of the Sony Ericsson W880i Walkman phone and stand out in the increasingly cluttered phone/music crossover category.

INSIGHT

Young people love one upmanship and for them the best thing that can happen is being first to know about an exciting secret.

THE IDEA

Create a big bang combining the thrill of surprise and the rush of a great music experience in a series of 'unexpected concerts' - unannounced until 24 hours before, to those in the know, who'd have registered at the website.

ACTIVATION

Viral marketing and teasers in typically urban-style together with SMS registration, and of course the guerrilla gig itself, called at a days notice, featuring Pop Punk act Good Charlotte from Maryland.

RESULTS

- 68 000 people registering at the website.
- 6 000 people requesting an invitation to the concert.
- Widespread PR coverage in national and music media.
- Fastest selling Sony Ericsson phone in Spain.

CREDENTIALS

Maribel Vivancos