

Case study

MOTOROLA

Setting the benchmark with a creative launch



"M" THE BAND. CHARACTERS WERE DEVELOPED TO EACH HAVE A UNIQUE PERSONALITY IN LINE WITH MOTOROLA'S MARKETING MESSAGE.

THE MOBILE PHONE INDUSTRY IS FAST-PACED AND AGGRESSIVE, WITH MANY CONSUMERS STAYING FIERCELY LOYAL TO A BRAND OR PROVIDER.

Motorola had re-entered New Zealand's mobile phone market over the previous 12 months with new technology and renewed vigor - and needed a solution to break into the competitive market.

Three objectives that Motorola wanted to achieve were to increase reseller loyalty and hype around the Motorola brand, drive sales for Motorola mobile technology and introduce and educate the target market about the technological advantages of Motorola mobile products.

212F took a creative yet effective approach to the objectives, creating an incentive scheme that would set the benchmark for the best attended telecommunications event in New Zealand!

MOTOWAY CAMPAIGN

The incentive program was designed around a strong central theme MOTOWay, encapsulating funky, hip tools that would draw in the target market of males and females of the ages 18-26 from registration to rewards.

Trading cards were created to accompany the sale of eligible Motorola mobile phones and accessories, with the card performing three key tasks: communicating essential Motorola product information, changing reseller behaviour through encouraging sales of higher end models and trading online where other Motorola information is available.

CREATING A LAUNCH TO REMEMBER

To accomplish the Motorola objectives 212F had to create a launch event that met the industry average number of attendees, was of a great quality that would attract, energize and ensure buy in from key reseller partners invited, and the launch needed to define Motorola's attitude in the market.

212F agreed that the most effective way to communicate with the predominantly youthful target group was with music - recruiting popular, high-energy rock band Steriogram to launch the event.

Many steps were taken in ensuring that the launch was a quality event which included hiring out the "hippest" club in central Auckland, making the event an exclusive invite-only launch, hiring a mass of entertainment including fire blowers, breakdancing groups and a band to resemble the group on the trading cards.

RAISING THE BAR

With the help of 212F's incentive program, the launch of MOTOWay beat out the attendance numbers for the last telecommunications event which had attracted 200 participants.

MOTOWay almost tripled this figure, with around 580 guests at the launch!

The launch event helped to create a great platform to launch the new product and campaign, and set the benchmark for other telecommunication providers to try and accomplish in the future.

212F are the experts when it comes to designing creative marketing and communication strategies that will motivate and engage your target audience to meet your business objectives. Contact us now to see how we can bring you the "WOW"!

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