

A red background with two women. On the left, a woman with curly brown hair is shown in profile, wearing a light blue button-down shirt. On the right, a woman with long dark hair is shown from the chest up, wearing a green button-down shirt and smiling slightly.

TTL campaign "Smile Hunter"

Promo campaing

P-05 Best integrated campaing (should include
no less than 3 different communication channels:
For example, in store, promo, The Internet.)

Background

- In April 2009, Sony Ericsson launched a product innovation – the Smile Shutter™ instant smile recognizing function in Cyber shot™ line phones - C510 and C905
- Communication around the novelty was aimed at young and active Internet users

Goals

- Inform the target audience about the launch of Sony Ericsson™ phones with Smile Shutter™ function
- Dwell on the essence of the innovation in great detail by activating its discussion in the Net
- Stimulate sales of phones with the Smile Shutter™ function by combining the on-line project with BTL events and supporting it with the help of PR instruments

The idea development

- **Humor and smiles** as the territory where the target audience and the Sony Ericsson™ innovative offer have common interests



The idea

- Moscow and St. Petersburg are eternal rivals. Where is it better? Which is more beautiful? These questions are discussed not only by the residents of these cities, but also by the whole country

And where do people smile more often?

- **This is the question asked by Sony Ericsson™, which starts the smile hunting!**
- The hunters are famous jokers, the stars of the Club of the cheerful and sharp-witted (KVN humor show) and the Comedy Club. They are ready to do anything to make passers-by smile and then capture their smiles with the cameras of Sony Ericsson™ phones
- Anyone may join the hunters – the interactive site **www.smilehunter.ru** gives a lot of opportunities for that

Key touch points

- **Relevant content**

Humor and laughter – something that always raises genuine interest – are realized in the campaign as a constantly renewed and funny video and a simple on-line game “Catch a smile”

- **Celebrities involved**

The campaign participants popular with the target audience, whose job is to make people laugh. Playing the role of smile hunters, some of them – from the Comedy Club team – do it like Muscovites, the others – from the KVN team “Fedor Dvenyatin” – like the residents of St. Petersburg.

- **Interactivity**

A possibility to influence the “hunters” activity by voting for the following quest (who the hunters must make laugh next time), as well as the result (which of the two capitals will get the status of the most smiling one)

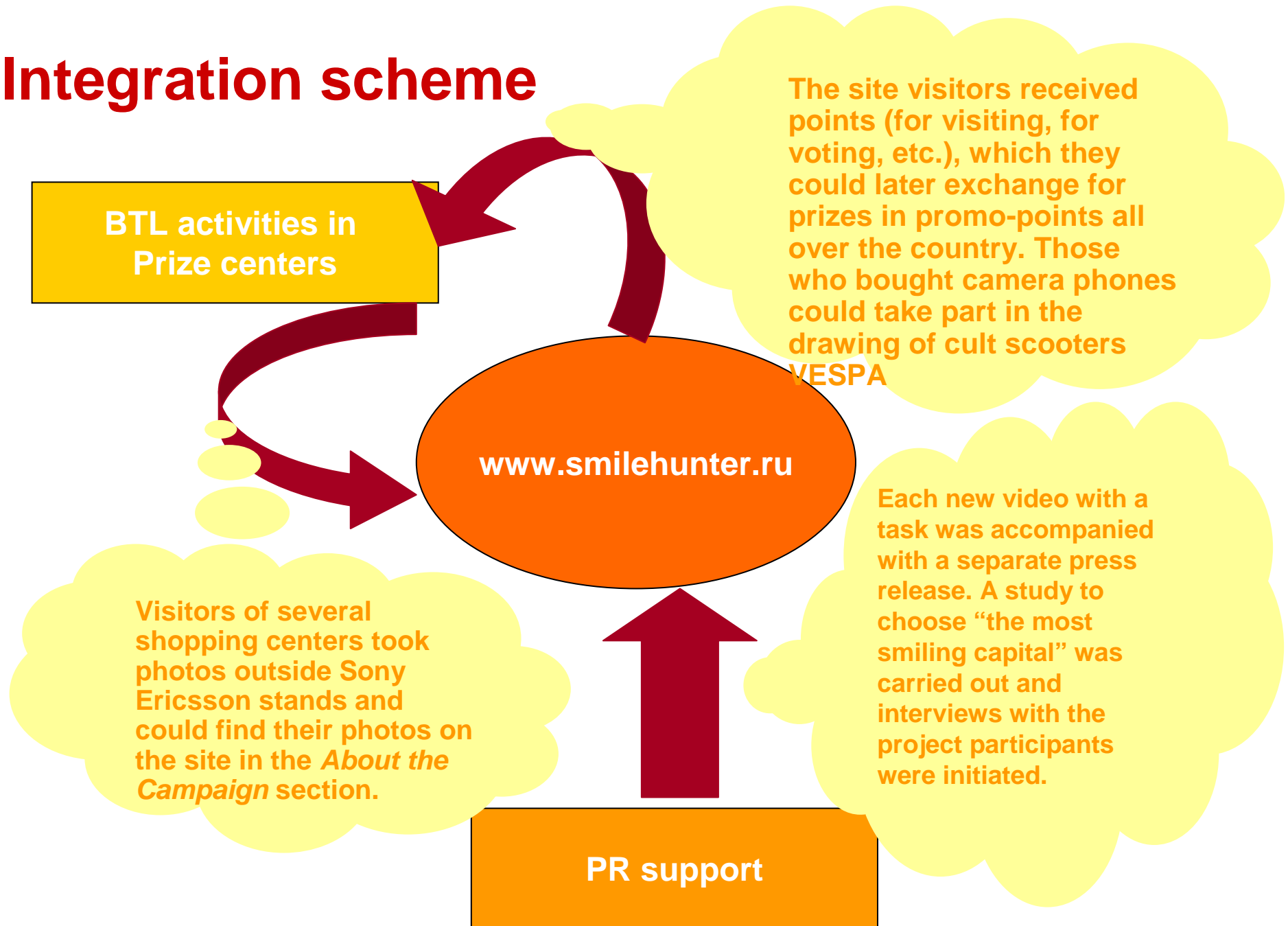
- **A chance to win!**

An easy chance to win original prizes by completing all game stages, and also to participate in the race for a super prize – a cult scooter VESPA

Realization

- The camera phone features have become key factors in creating diversified site content: videos, on-line games, etc.
- The Hunting results fully depended on the audience. Site visitors determined tasks for Hunters (make a taxi driver, a librarian, etc. smile) and chose a winner
- The hunters "caught" smiles with the help of camera phones, showing the principles of the new model's work
- Integration with BTL activities and possibility to win prizes (by various actions on the site) stimulated the WOM-effect and repeated user visits
- Everything happening on the site, participation of celebrities in the project, as well as the opposition of the two "smile capitals" found their reflection in PR initiatives

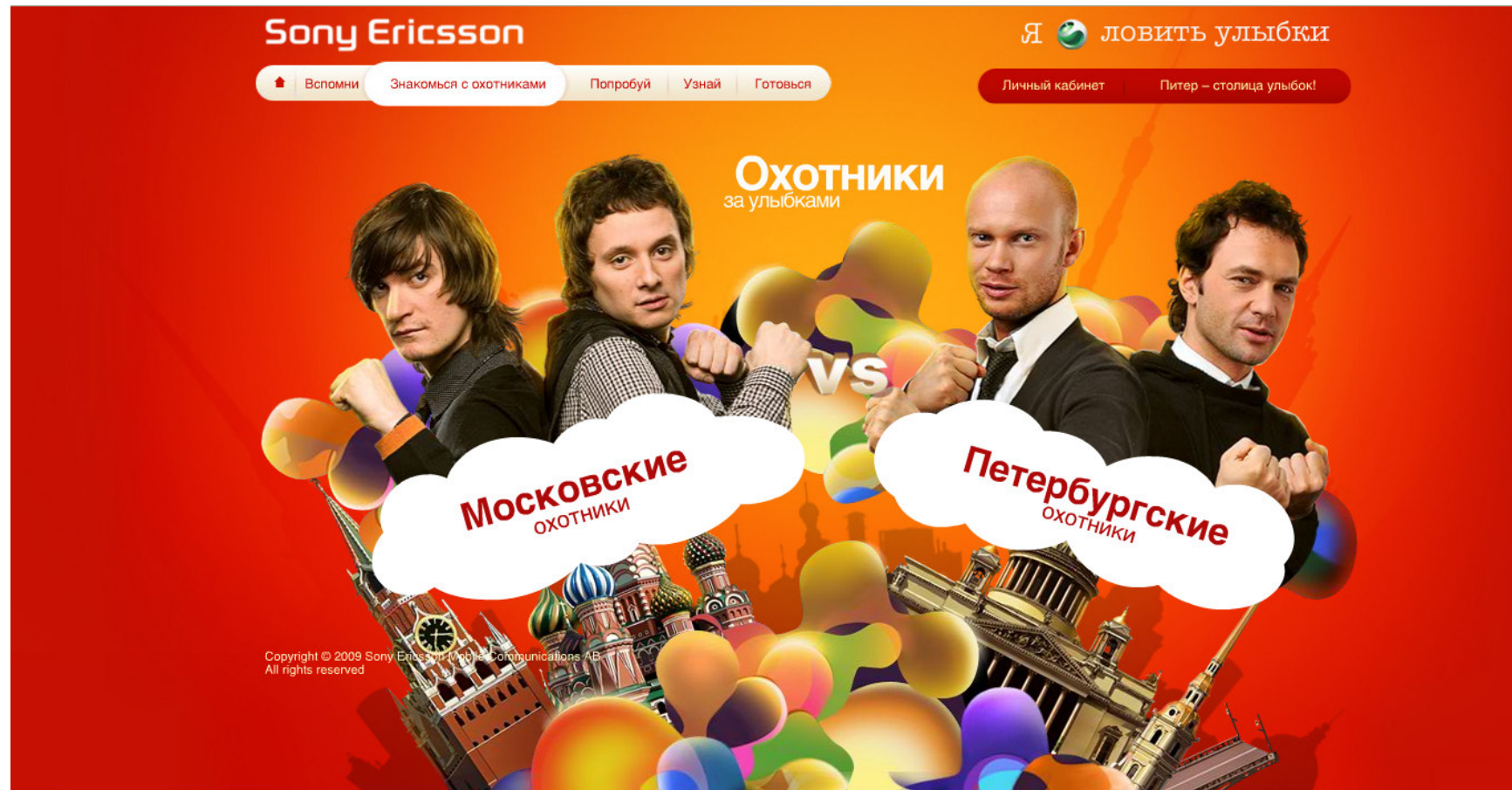
Integration scheme



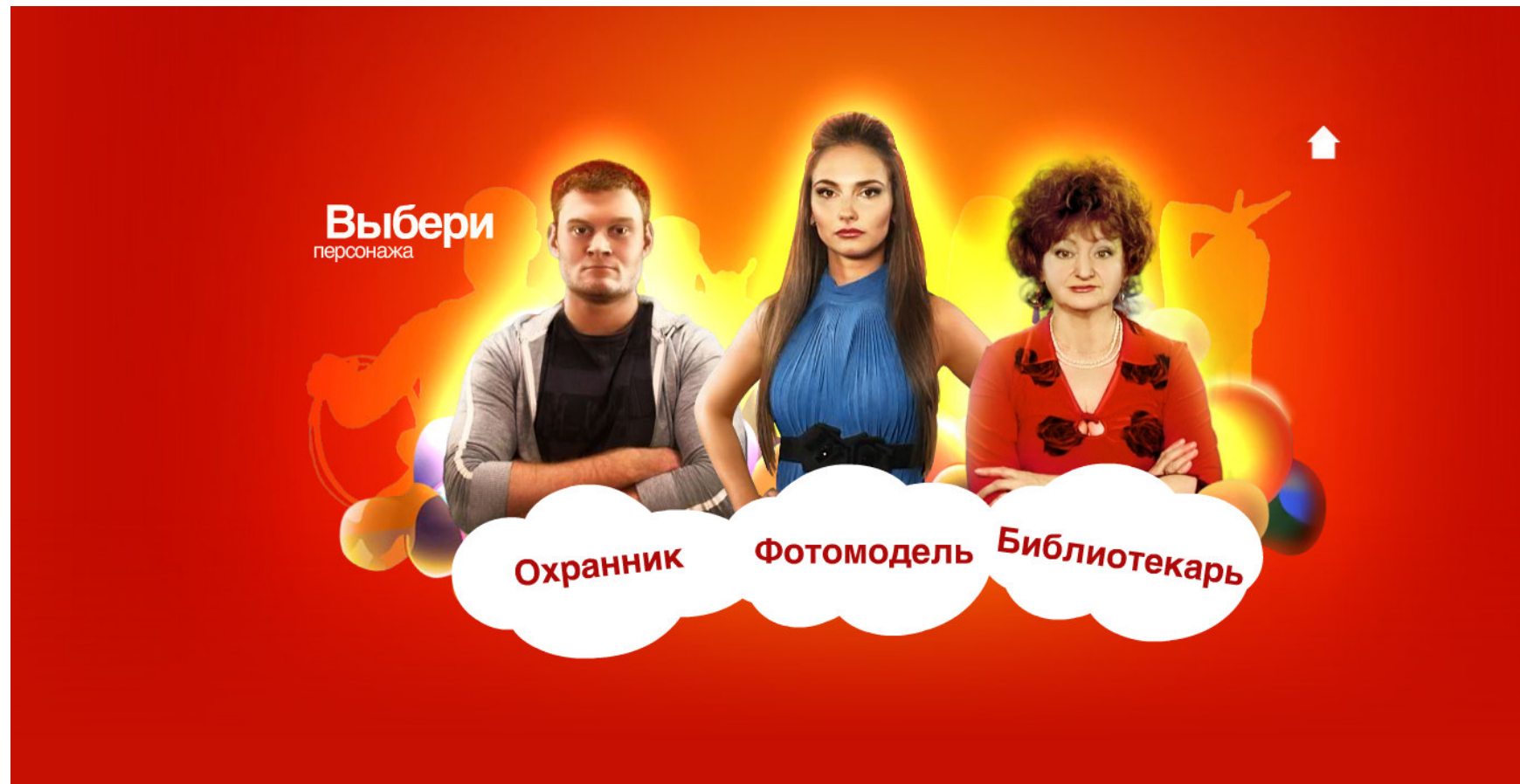
The site: battle chronicles



The site: about the hunters



The site: the game



Results

- Smile hunting from Sony Ericsson united digital solutions with BTL activities and PR tools by strengthening the campaign effect with the help of marketing channels synergy:

Results

1613 votes for videos
392 comments to the videos
6000 photos that took part in BTL campaigns
Over 25 FOC PR publications

Review of visits*

186 736 – number of visits
147 622 – number of absolutely unique visitors
235 636 – number of page views
1.26 – average number of views
0:01:22 – average length of being on the site
78.99% – new visits

Results – BTL

- Number of consultations – 35 000+
- Number of photos – 5 900
- Number of handouts distributed – over 130 000
- Prizes given in Prize Centers – 1179
- Prizes ordered by mail – 1911
- Scooters drawn – 5

Results – PR

- 25 publications
- Extended publications about the study and the project in TimeOut Moscow and TimeOut St. Petersburg magazines
- Total AVE - € 19 447.6