

Category number: 5

Category name: Best Use of Creative

Programme/initiative name: Avoid the Horror Campaign

Agency [if appropriate]: Hometown London

Brand or client: Powwownow

URL or microsite [if appropriate]: www.powwownow.co.uk

Summary

Conference calls. Doesn't really get the pulse racing, does it?

Powwownow is a leading UK's free conference call services, providing a simple-to-use, quick-to-setup, and brilliant service to people across the world.

We focused on a particular audience group – commuters – bringing to life the trials and tribulations that could be spared through the use of a conference call rather than a meeting across town, we launched the Avoid The Horror campaign.

Crammed into a sweaty tube train surrounded by zombie-like commuters? No need.

Stuck in a 15-mile tailback on the M1 whilst getting increasingly stressed about missing the start of the important meeting with the important person? Don't worry.

Struggling to hail a taxi on a wet and windy Wednesday? Please…

We took a cue from the most iconic horror movies ever made, and created an integrated campaign that harnessed digital outdoor, radio, digital display, underground and outdoor media, that hit commuters during the time of day where it would resonate the best – their commute.

The campaign was brilliantly received, the hashtag #avoidthehorror became a by-word for difficult commuting, registrations for the service rose by over 30% - currently exceeding 30,000 new registrations since the campaign began.

Word count: 196

Main submission:

About the client company

Powwownow was founded in 2004, offering customers low-cost conference calling facilities with the ethos of no booking, no billing, no fuss. There is no need for a customer to book a conference room and they never receive a bill from Powwownow. They only pay the cost of their own phone call, which is added to their standard telecoms bill.

Powwownow is Europe's fastest growing free conference call provider and operates in 15 countries including the UK, Germany and France.

The market is increasingly competitive, and there was a real need for Powwownow to better establish themselves in the consideration set of its audience, whilst also helping to explain why using a service such as theirs is a good thing.

Strategy – broader business issues the company is facing

Our approach to the brief was to focus in on some of the core benefits to using the service, creatively bring those benefits to life, and deliver that creative in the most contextually relevant media for our audience for maximum impact.

It was clear very early on, that in-effect a good, well run, easy-to-use service such as that provided by Powwownow provided enormous benefits to its users. But often people didn't think of it as an option, it simply isn't front-of-mind. What we set out to do was to look at what is front-of-mind for people when they head off to a meeting, and frame it in such a way as to make Powwownow seem like the sensible choice.

And the area that we zoned in on, which we all think of whenever we head off to a meeting, was the travelling. The tube or train delays, the packed carriages, the waiting for a cab in the rain, the traffic, the people!

Our campaign aimed to question people's habitual routines and the horror they face commuting each day, encompassing arresting and visually exciting artwork with minimal copy to drive top of mind awareness.

The 'Avoid The Horror' campaign took cues from classic horror movies like Halloween and Dawn of the Dead, using a series of set-pieces dramatizing different stressful situations that commuters find themselves in every day – making them question why they're not making a conference call instead.

Objectives of the campaign

In terms of measuring the success of the campaign, the objective was twofold. Firstly, the campaign needed to boost awareness of the Powwownow brand, and make it synonymous with the free conference call market. Secondly, the campaign needed to work hard and result in a significant uplift in subscriptions.

However, there was a far more difficult challenge facing us – that of low-interest. The category is classically low-interest and low-engagement. The service isn't something that you tend to discuss with your friends over a casual pint, and that's not a distinctly Powwownow issue, it affects the category at-large.

So we needed to find a creative solution that would really get people's attention, and get people talking and engaged around the brand. Of course, you only really think about conference calls when you need to make one, but that is not to say that we couldn't aim to create a campaign that got people talking about the brand outside of any immediate needs.

The target audience

We focused on a particular audience group – commuters

We knew that on the move commuters could not immediately act, so instead created a memorable brand piece that brought to life the all too familiar trials and tribulations that could be spared through the use of a conference call rather than a face-to-face meeting.

Media, channels or techniques used

Once our creative vehicle was in place, the media strategy was one to of reaching commuters while in transit. We used digital 6-sheets, digital escalator panels, radio spots, tube car panels and taxis to hit our audience and really push the ‘horror’ message.

The above activity was supported by online display to drive call to action while people where at work, prompting them to make their next meeting a conference call

We also created a hashtag #avoidthehorror which fast became synonymous with commuters complaining about their community.

The campaign broke at the same time that major work was happening at London Bridge station, which became a particularly stressful station for commuters!

Timescales of the campaign

Post pitch win, we had 3 weeks to develop the concept, shoot the creative and finish production before the Christmas break.

Media was pushed out heavily in January and throughout Q1 to coincide with people returning to work post holidays.

Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

Results were fantastic. Over the course of the campaign, we saw a total of 29,520 registrations to the service, an uplift of 30% on BAU activity.

The creative itself boasted impressive ad recognition, with a 37.5% increase in ad awareness compared to previous campaigns for the service, plus an increase of 6.7% in the overall brand awareness of Powwownow.

The hashtag #avoidthehorror resulted in 220 pieces of content being created on social media channels, putting Powwownow at the forefront of people's minds where commuting troubles were reported. Given the inherent low-interest and low-engagement of the category, this is a great win for the brand.

Client testimonial

Gareth Foster, Marketing Director of Powwownow says, "Commuting has long been an annoyance to many across the UK, but it seems that cases of incompetence and regular delays are increasing. With prices in rail fares rising but the quality of service not improving, we believe people must be seriously considering avoiding the horror of commuting.

With the scope of technology available in this day and age, such as video and call conferencing, we wanted to remind people that there are other ways to work efficiently and effectively.

The Avoid The Horror campaign achieved just that, reaching commuters where they could see for themselves the benefits that could be had from making a call rather than travelling. The work is so different for the category, and the uplift in subscriptions and increase in brand awareness has helped us prove that great creative work in the right context can truly drive the commercials of a business such as ours."

Word count: 994

Supporting material supplied

2 x A2 Boards: Outdoor Print Ads
4 x Creative - Landscape
2 x Digital 6 Sheets
Lift – https://vimeo.com/114964685
Street – https://vimeo.com/114964688