The Smart Playground by Kompan





Category number: 5

Category name: Best Use of Creative

Programme/initiative name: The Smart Playground by Kompan

Agency [if appropriate]: Pull Digital

Brand or client: Kompan

URL or microsite [if appropriate]: www.smart-playground.com

[Summary page]

For the first time, KOMPAN has built the timeless truths from Hans Christian Andersen Fairy Tales into outdoor play structures, and combined age-appropriate physical challenges with smart technologies to inspire learning and co-operation among children. The result is a new product line setting completely new standards for what a playground can offer.

The Smart Playground boasts augmented reality features as well as games that can be played on smartphones/tablets. These create a unique experience for children, parents and teachers that work both with each other and on their own.

It is impossible to take each prospective customer to experience a play structure at first hand. So the challenge is how to bring the structure to them! The solution needed to impart the array of features without endless pages of text, but to also leave the customer with a true feel for these fantastic structures.

Pull devised a multi-media format that delivered some core, concise information on the printed page, a set of videos to explain key applications of the product, and a pop-up play structure enabling the viewer to interact with the augmented reality features through an app using a smartphone or tablet, just as they would the real thing!

[Summary Word Count: 200]

[Main submission]

About the client company

40 years ago, a young artist named Tom Lindhardt witnessed an event that changed the world of children's play. One of his large, brightly coloured sculptures had been placed in a new housing estate to add colour to the otherwise drab surroundings. Realising that children were more interested in playing on it than admiring it, Lindhardt decided to start his own play equipment company – KOMPAN. KOMPAN is the world's No. 1 playground supplier. They develop, produce and market an extensive range of playground equipment that covers all age groups. All their playgrounds are designed from the ground up to improve childhood health and learning. And all our products offer compelling design, high play value, uncompromising safety, unique innovation and long-lasting quality.

Strategy – broader business issues the company is facing

The main challenge our client faced was to bring to life their new smart playground, within a printed document. They also had the massive challenge of 24 languages! The material had to be engaging for a B-to-B audience, from teachers through to local government officials. The literature had to create drama and couldn't, due to the digital nature of the structure, be a day to day brochure. The smart playground had to come alive in their hands without the need of a salesperson!

Objectives of the campaign

1. To demonstrate the functionality of quite a complex combination of physical and digital products in the simplest possible way.

2. Deliver breakthrough levels of impact with the targeted recipients. Achieve exceptional response rates from brochure used as a direct mail piece and as a high attention sales aid/leave-behind by Kompan sales people.



Picture 1: The Smart Playground by Kompan Brochure

The target audience

The audience was a challenge in itself because, although it was seen as a B2B piece, it had to engage school teachers and governors. It also had to appeal to local Government. The mail challenge with this audience is the constrictions on them receiving digital files and even memory sticks. The security within schools and government is extremely tight due to virus etc. This meant that we had to find an ingenious way of delivering a digital presentation without compromising their IT challenges.



Picture 2: Pop up structure inside brochure

Media, channels or techniques used

With so many features it was difficult to imagine communicating the benefits of the product line through one format alone. To truly understand the concept it needs to be experienced. The pop-up solution not only served to enhance the children's story-book concept, but more importantly allowed the user to interact with the mini-structure as they would the real thing.

The video layer allows the customer to see the structure in action, used in play and as an educational tool, highlighting the key features.

These elements supported by the core yet concise information on the printed page deliver a mix of information across multiple levels creating a more engaging proposition. This also gave us a format that could be tailored to the 24 different regions making it relevant to the individual markets.

In addition a responsive website was developed as a central communication hub to back-up the document online.



Picture 3: Pop-up triggers augmented reality features via an app

Timescales of the campaign

Kompan have a research facility in-house with educational and child development specialists. Much research had already been done not only into the product itself but also the market and target audience.

Kompan delivered this to the agency in late November 2013 during a full days briefing in London. In mid-December, the client and creative team undertook a workshop to define the proposition, develop a hierarchy of messaging and refine the strategy. During this time, Pull interviewed Kompan sales teams independently, to fully understand the challenges they face in communicating with their target audience.

Workshops were held in January 2014 with the client and sales teams to present findings and resultant concepts to achieve buy-in, refine the concept and ensure that the people at the sharp end felt enthused by our solution.

Design development/artwork progressed in February including video and website production, with brochure production undertaken in China between March and April.

Budgets

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

Results

The results were judged on how many responses that they received from the initial mailing, 82% of people that received the video brochure made contact with Kompan directly and within a week of receiving it had made contact. 100% of people asked had remembered receiving the brochure. Kompan have also received more orders in the first two months of this product going on sale than any of their other products to date!

Client testimonial

“So the brief was very tough – we need something that dramatised the story of the Smart Playground in a way that did justice to the extraordinary innovation of the product, and would never go un-noticed or be forgotten.

That’s what Pull achieved with the execution of the Pop-up video brochure. Without having to rely on any external links or technology, the brochure (in a vast number of international versions) illustrated the product in 3D, and used video to bring the product alive along with the complete virtual world that comes with it. We have never had such a strong and positive response to a marketing piece. It is clear from the feedback that our targets had never received anything so striking and memorable.”

Supporting material supplied

1 x Kompan Brochure (to be collected by Pull following judging) 2 x Creative Boards (A2)

Appendix



Picture 4: Close up open brochure with pop up and video



Picture 5: Open brochure with pop up and video

Submission ends