


IAB MIXX Awards – CaseBoard samples

AUDI e-xperience

How do you put doubts about electric driving to rest? Simple: by giving drivers a virtual electric driving experience while they drive their traditional fuel cars.




Audi presents e-xperience

The app that shows you how electric driving can impact your mobility based on your trips with your traditional car.

The Audi e-xperience app registers location and calculates speed, acceleration, distance, and energy consumption. From these parameters we know the amount of energy used in kilowatts, the status of the virtual battery and nearby charging stations.

That's how we can compare the electric behaviour with the current car and answer all questions about electric driving. We can even compare the cost of the current car and calculate how big the reduction of your CO2 emission would be if you drove electric.



Let's compare with your car.

The road is yours.

Soon to be launched in other territories, starting with Canada.

Download first, charge later.

after first week
4125
downloads

since launch
34,3k
App launches

multiple
shares
on car & media sites

LOW-EMISSION GARDENS

GREENER GARDENS FOR A GREENER ENVIRONMENT

PROBLEM

Particulate matter, exhaust fumes, smog, ... The air quality in Belgium is deteriorating. Research even shows that Belgium loses a year of their life on average as a result of air pollution. The government is already taking action with low-emission zones, in Antwerp and now also in Brussels. It is a good start. But what are we doing with less polluting cars on the streets when we still drive with two-stroke petrol lawn mowers in our gardens?

IDEA

Change starts in our garden. This is why we called on all Belgians to register their garden as a low-emission zone. By promising – online – to ban polluting devices from their garden, individuals were able to win BLACK+DECKER cordless garden tools: cordless, and 100% electric. No more trouble with polluting petrol fumes in your garden.

RESULTS

During 3 months we created more than 1.800.000 m² of new low-emission zones. We registered the first low-emission zones outside of Antwerp and Brussels. And even outside of Belgium. In this way, BLACK+DECKER did not only help Belgians to clean their gardens, but also to clean the air. And perhaps more importantly, a change in attitude is set in motion.



The campaign was launched with an open letter to various ministers. A social movie, Facebook posts and smart targeting led people to the website.

BRUSSEL KORTRIJK LUK GENT



REGISTER JOUW TUIN

WERK JE AL MET ACCU-RECHDOOP OF WIL JE DIT GRAAS DOEKT DOE HEE AAN DEZE ACTIE!

1.801.852 m²

3.677.835
BELGIANS REACHED

1.801.852 m²
EXTRA LEZ IN BELGIUM

8% RISE
IN SALES CORDLESS GARDENING TOOLS

LOW EMISSION ZONE

BLACK+DECKER

BELGIAN ASSOCIATION OF MARKETING VZW/ASBL

Rue de la Fusée 50 Raketstraat, 1130 Brussels – T: +32 2 234 54 00 – E: info@marketing.be – www.marketing.be
BTW/TVA: BE0672.863.759 – IBAN: BE03 3630 6660 4684 – BIC: BBRUBEBB

telenet_sintagram

Sinterklaas goes digital with his own Instagram account.

How do we give away thousands of tickets for De Grote Sinterklaasshow?
As a true family brand and the main sponsor of De Grote Sinterklaasshow, Telenet looks for an exclusive performance for its customers each year. We needed to come up with an idea to give away these free tickets.

We made Sinterklaas even more magical
Parents do everything they can to make their children believe in Sinterklaas. So, we created something to help them: a genuine Instagram account for the holy man. A great tool to make the experience of Sinterklaas even more magical and real. And on top of that, by following the Telenet Sintagram, families had a chance to win tickets for the show.

Results
125,487 people visited the website
42,694 unique participants
social engagement of 7,63%

Sinterklaas started sharing his personal life: his food, his voice, his daily life. This way, parents could use the Sintagram as a tool to make the experience of Sinterklaas even more real for their children.

The Sintagram was so successful that even after the competition, Sinterklaas kept on sharing the whole year round, including the holiday pictures in Spain.

COMPETITION 1
To win tickets for De Grote Sinterklaasshow, families had to guess the locations of the roofs where Sinterklaas made a visit every night.

COMPETITION 2
A year later, we successfully used the Sintagram again to give away tickets for the new show. This time, families had to guess what Sinterklaas spotted with his binoculars on his way to Delft.

Finally, we added something new to the experience: using the Google Street View app, parents could generate a Sinterklaas, taken in front of their own house.

On the 7th of December, it was sent to their children as a postcard, adding a magical twist to the Sinterklaas story.

< innocent_child_porn

Targeting paedophiles on the Dark Web by uploading fake child porn.

BRIEF
Child Focus, an Belgian center for missing and exploited children, has been trying to stop paedophiles for years. For the European Day on Child Protection and Social Exploitation and Abuse, they wanted to create awareness for paedophiles, so child focus would provide an instant online report of the case.

INSIGHT
Most children have been targeted on social networks, but in some cases, they have been abused on the Dark Web. Adult websites provide an easy online legal reporting, while ensuring complete anonymity.


CAMPAIGN
So, instead of targeting the general public, we thought to focus specifically on the Dark Web. First we generated stopitnow.be to provide a platform for anonymous reporting of child abuse. Then we created a fake child porn website, but instead of real children, we used a range of other content. The idea was to follow up on the report of the child focus, and to provide a platform for child abuse reporting of child focus.

RESULTS
• The campaign was easily accessed from the social TV, and was free.
• The quality of the Dark Web was easily accessible from the Dark Web.
• Anonymous calls for help to stopitnow.be and immediately doubled in the first weeks of the campaign.
• The number of social media posts related to child focus and child abuse doubled.
• Reports to stopitnow.be increased with 40% in comparison to before.

OTHER VIDEOS THAT WERE UPLOADED ON THE DARK WEB

- < 5_year_old_playing_with_cook.mp4
- < little_boy_enjoying_cream.mp4


Child Focus
116-0000





DID YOU EVER HEAR A CAR SING?

Belgian Electro Rock Group Goose latest track 'Circles' has a very special guest appearance...
The Audi R8 Coupé V10 Plus.

The track is a cross between a live performance and an art installation where the band and the car challenge each other and ultimately create a complex interplay. The result was recorded straight to vinyl...



#GOOSEvsAUDI

VIEW THE VIDEOCLIP

GAME OF TORRENTS

Adapting subtitles to show illegal downloaders a legal alternative.

BRIEF

On December 1st 2017 Game of Thrones season 7 launched worldwide on both DVD and Blu-ray. It was due to be the season's last and the most important. To support the release, we adapted the subtitles to provide a legal alternative to the illegal downloaders.

INSIGHT

Game of Thrones happens to be the most illegally downloaded TV show ever. Season 7 was watched more than one billion times and broke all illegal download records. There is a need to consider these illegal downloaders as a new target group.


CAMPAIGN

After illegal downloading increased for a while we thought it was time to try a different approach. We used a campaign to encourage the use of legal alternatives. On popular subtitle websites we posted alternative subtitles. When a viewer downloads the file, we inserted them in a ready-to-use way, while keeping the same structure as the original. The subtitles were adapted to the original structure. To make them more visible, we used a legal alternative. Eventually we offered the same movie in legal alternatives. We have been able to create a completely new scene.

Next to Game of Thrones we also adapted subtitles for several seasons of the most popular TV shows. In the end, we have the right story.

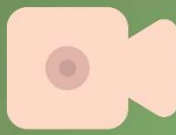
RESULTS

The adapted subtitles were downloaded over 200,000 times and counting. This is a significant increase compared to the same period last year.



Are you watching illegally?

We altered art files needed for subtitles when you download illegally.



BORST-FIGURANTEN

Kind & Gezin

A UNIQUE CASTING AGENCY FOR BREASTFEEDING EXTRAS

CHALLENGE

Kind en Gezin wants to change the perception towards breastfeeding. While it has always been part of everyday life, the acceptance of breastfeeding in public has radically changed over time. More and more mothers receive negative remarks while breastfeeding and are asked to do it somewhere else. The result? Breastfeeding has turned from something beautiful into something embarrassing.

CREATIVE IDEA

We created 'Borstfiguranten' or 'Breastfeeding Extras'. Extras who breastfed their child in the background of movies, tv programs, video clips...

To launch this idea we started our own casting agency and challenged the Belgian production companies to hire a Breastfeeding Extra for one of their programs.

OUTCOME

€ 425.000 earned media value

So far 411 new Breastfeeding Extras signed up.

The Flemish Audiovisual Fund is now an official partner.

11.7 million people reached. A number that will keep on growing with every Breastfeeding Extra appearing on television.

Episode after episode, Breastfeeding Extras are making breastfeeding part of everyday life again.



WATERS AGENCY



REDAUTOTHEATRE, FORTUNA, SLEIGHTS & NATIONAL DE FACTO



THEASTHEATRE, EXTRA, ART, TENG, BOUTIQUE TV, SIC PRODUCTIONS





The Volkswagen GIF DEALER

CONTEXT

The Belgian Facebook page of Volkswagen has more than 190.000 followers who don't hesitate to express their unfettered love & hate about the brand. So we needed a fun, witty and human way to turn these negative comments into a positive experience.

THE IDEA

We created a database of +100 branded but still fun GIFs to use as a conversation tool towards our followers. No basic and standardized answers, but a GIF for every possible emotion a community manager could encounter during a conversation with our followers. Quite fun, witty and human if you ask us.



RESULTS

- The average engagement rate on the page increased with 0,5%. From 2,2% in 2017 to 2,7% in the first 6 months of 2018.
- Interactions on our conversations increased with 150% compared to conversations that didn't have GIFs in the months before.
- The mood & tonality of our conversations switched from rather negative to positive in less than a month.