



Profile

Team Name : What do you mean Agency

Campaign name

TRUTH IS COMING...

Campaign background

Omnipresent and excessive, digital advertising annoys us. So, nowadays to install Adblock seems to be the easiest solution to block ads.

Facing this new mindset we need to remind that advertising allows access to quality contents. Thanks to advertising, media can spread information and entertainment. But nowadays, people think that Adblock is a weapon against advertising but Adblock is actually a weapon that backfires on them. The web is based on a free system: media can offer free contents to Internet users thanks to the sale of advertising spaces.

We are living in a world full of messages and ads. People try to avoid this media hype and Adblock seems to be their best ally. Moreover, people are more and more suspicious about advertisers, so we need to make them understand that advertisers have a real purpose on the Internet ecosystem.

People have to understand that free content necessarily has a cost. The idea of this campaign is that you can't have your cake and eat it. People have to face the truth: online, free information without advertising doesn't exist.

To open the eyes of everyone we decided to use a universal reference: Santa Claus. We all found out one day that he actually doesn't exist. We were disappointed but we dealt with it.

After facing the truth about Santa Claus, people now have to face another truth. A truth that will help them understand how the all Internet business model works and which part they want to play in it.

Prioritized objectives

We want to raise awareness among our target so they understand Adblock is destroying the Internet business model. How? With a teaser/reveal campaign which aims to become viral.

Our main goals:

- Offer the possibility to everyone to understand the real purpose of online advertising,
- Arouse curiosity,
- Create a real engagement.

Our 3 prioritized objectives:

1. Change the negative perception towards online advertising.
2. A drop of the number of Adblock users.
3. A decrease of the number of downloads, thanks to a stop of the word of mouth about Adblock.

Proposed strategy & tac

With the all online advertising subject, we are facing a misconception that we have to break. To make

that possible we decided to use a strong childhood belief, which was the result of a huge disillusion: the non-existence of Santa Claus. Today, another revelation has to be made: online, free information without ad doesn't exist!

The web is based on a free system, which is working only thanks to advertisers' investments. But today, there is an ongoing struggle between the "pay" and "free" content: Internet users are unwilling to pay for ad-free content; meanwhile they don't want to see ads which support free content.

Our role is to make people understand that free content necessarily has a cost, they can't have the cake and eat it. Actually, they can like it or not, that is the way it is. We want to talk to them as adults. Adults who have to take their own responsibilities.

That is why today, just as they find out about Santa, they have to discover the truth about online advertising. They will be able to make their own choices towards online advertising. Adblock is a weapon that will soon backfire against them. That is why, by showing them the truth we actually offer them more freedom, because

You can believe us, our story is definitely one of the good ones.

Who has to understand this? Our target is generally Internet users and European citizens. They are used to have everything instantaneously; they are connected, open-minded, with an appetite for new technologies.

Their way of thinking: why pay for information? Why should they accept to be bothered by advertising?

-Main target : 16-34's

-Core target: 16-24's who are most likely to block ads and who use online contents the most

Creative brief

We want to shift the target perception from "I don't want to see advertising on the Internet, so I install Adblock without thinking of the consequences"; to "I understand that advertising gives me access to free contents, by financing media". With Adblock some independent websites might disappear and the all Internet business model might fall down. Financing the media, advertising is essential to spread high-quality and objective content. And if we go further, advertising is actually a condition for freedom of speech. All those arguments will make people think about the consequences of Adblock's success. We want to make people wonder, create a real engagement to have a better understanding of our message which will lead to real actions of our target (the uninstallation of Adblock).

Creative execution

We will start with a catchy question: How did you react when you learned Santa Claus was not real? We want to provoke a reaction towards our target by addressing directly to them. Then, we will collect all their personal reactions and share them on social networks, hoping to generate buzz arousing curiosity. Secondly, we will contact influencers with a "comfort kit" explaining our goal. We'll use humor to involve them and to encourage them to spread our campaign. Then, will come the reveal video explaining how it became viral and the all truth about online advertising and Adblock.

Media plan

We will focus on 3 channels. First, for the teaser, we selected print (displayed in the subway) to reach our target in its everyday life. To make this campaign noticeable, we will use press relations. In the meantime, we will share it on social networks to generate buzz. European Media Alliance's accounts will be created on Snapchat, Twitter and Facebook to collect and share people's reactions through a catchy hashtag #WhenILearnedSantaWasNotReal. For the reveal, we will share our video on Youtube. It will be shared on social networks and on famous websites thanks to journalists and influencers' involvement.

Suitable measures for assessing the proposed campaign's success

To evaluate our campaign's impact, we identified some key performance indicators:

- A decrease of 5% of the number of Adblock's users (easily measurable, it is a good indicator of our campaign's performance)
- Print display: number of views compared to the target audience, brand awareness (number of people who have memorize our campaign)
- Social networks: Facebook (number of posts, likes, comments), Twitter (number of hashtag, number of tweets and retweets), Instagram (number of hashtag, shared contents), Snapchat (number of videos sent)
- Reveal video: number of likes and shares on social networks, number of Youtube's views

Additional information

The reasons for believing in our campaign?

- It will be easily understood thanks to the use of a universal reference: Santa Claus
- It has a high potential to quickly become viral
- People will engage easily sharing the memories they have with Santa. The strength of our campaign is this engaging topic
- The tone of the campaign is funny and original so people will be more willing to listen to us
- Our campaign will resonate with our target because we are talking to them through their own codes

Here is our reveal video: <https://www.youtube.com/watch?v=Uzs3SelqWnc>

Campaign summary

We want to open the eyes of people who do not want to see the truth. Younger, they did not want to believe that Santa Claus was not real. Today, they are about to face another revelation: online advertising finances free access to information, ads shouldn't be blocked. Knowing that, people will be able to choose on which side they want to stand, just as real adults do. How? Our strategy will start with one question: How did you react when you learned Santa Claus was not real?

Media

- EDCOM V HD 720p.mov
- What do you mean team.jpg
- 1 - TEASING.png
- 2 - REVEAL.png
- Steps.jpg
- Generate buzz_1.jpg
- Generate buzz_2.jpg
- Accounts.jpg
- Comfort kit.jpg
- Timeline.jpg
- KPIs.jpg
- Truth is coming.jpg