

WPPED CREAM 2008

MEDIA | HIGHLY RECOMMENDED | MINDSHARE SWEDEN
AMF PENSION | FUTURE SELF

INNOVATIVE MEDIA STRATEGY

By looking at the target audience's media usage we decided to focus on a campaign with the mobile phone as the primary communication channel for interaction. The more conventional media channels focused on marketing the usage of the mobile phone. During the autumn of 2007 a new pension election for young, privately employed workers took place. The challenge for AMF Pension was to find media that were not only brand-building but also action-generating. This was important to create a deeper relationship with the target group and cut through the intense clutter of the election period.

CREATIVE EXECUTION

On TV, Swedish stars, portrayed as seniors, invited you to MMS your picture in order to see how you might look as retired.

Banners and outdoor posters also spread the message. Parts of the outdoor campaign used "Lenticular printing", altering the poster face from young to old depending on the angle.

In addition to the mobile phone, you could upload your picture to a website - where you could also view people's transformations in a gallery.

TARGET AUDIENCE

The primary target audience for the election consisted of young, privately employed workers in urban areas. Focus groups showed that their interest in pension funds was very limited.

By analysing their lifestyle and media habits we found that they were active and interactive. Their interests were focused on social activities where friends and networking is important. Internet and the mobile phone have been with them since their teens and play an important part in their lives.

EFFECTIVENESS

Sales target exceeded by 50%.

322 946 pictures sent via MMS. Goal exceeded by 546%.

Doubled number of visitors to campaign site.

Advertising awareness increased by 33%.

Brand awareness increased by 11%.

Preference quadrupled during campaign.

"Best Mobile Campaign in the World" at Global Mobile Awards in February 2008.