Obsessed with sound case study

The challenge

- Philips was looking for a marketing solution in order to position the Philips brand with their new range of high quality products. It was the products superior sound which needed to be communicated to an engaged audience. They employed agency Carat to help solve this who in turn came up with a brief which The Economist online then accepted.

**Brief narrative: It's all about authentic sound**

- In a recording, every detail matters. Especially when you're a sound lover. It's not only about the lead singer, drummer, bass player and the pianist. No, it's about the depth and warmth that give the song a unique sound. It's about the 4th violinist, the triangle player, 5th trumpet, back up penny whistler and the producer. Those are the people who add the brilliant details to music. Details you only hear with the Philips Sound Range. So let's honour these people.

The Economist team up with Universal Music

- We wanted to bring the Philips message in front of the Economist audience but in a way which gave them an affinity with the Philips brand and products, and which allowed them a unique experience and that ultimately would bring value to both brands. We decided upon a design for an activity hub called 'Obsessed with sound', with Economist branding. By delivering a page with multiple elements it could create a buzz around the campaign whilst driving users to Philips sound on Facebook and increasing their audience.

- We teamed up with Universal Music who provided the music which would stream from a widget on the page, editorial content and would provide CD's to give away to users in an online competition hosted on the page by us.

Campaign essentials

- Create an interactive, engaging, visually appealing solution, not a simple banner display idea
- Display Philips content based on the global talent they have access to together with brand assets and guidelines
- Provide social networking opportunities within the campaign, primarily with Facebook
- Allow our loyal audience to be immersed in the campaign in a way which certifies its credibility
- Source less well known musical talents to fit in with the theme of unheard sound
- Drive traffic to existing pages in Facebook or You Tube
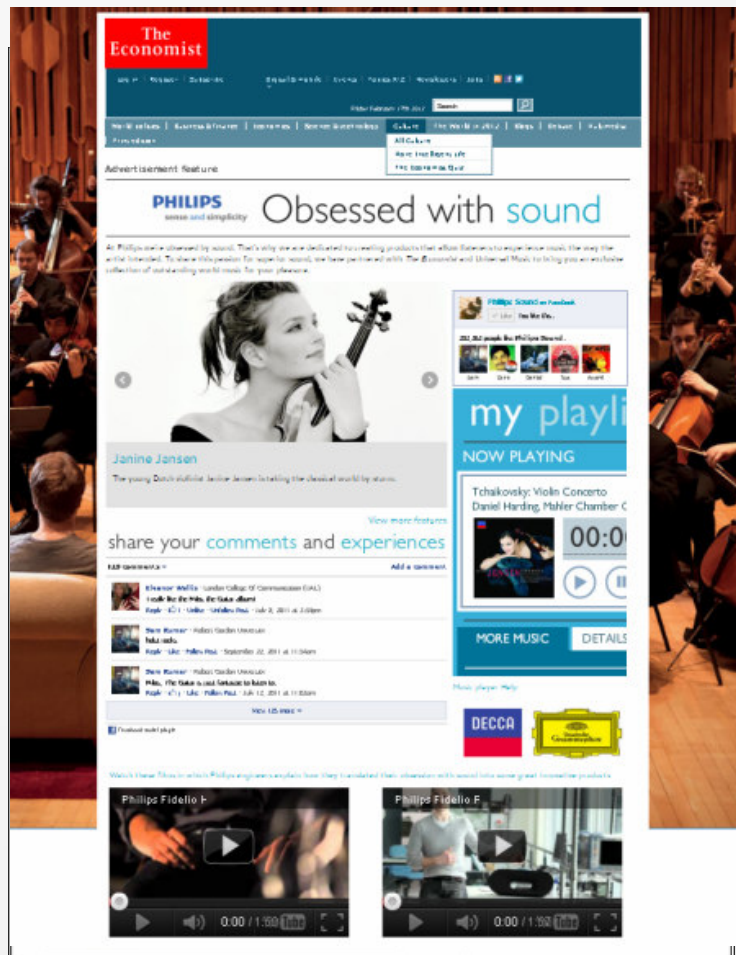
Overview

- Economist masthead linking back to E.com
- Philips branding with campaign title and call to action text below
- Musical heroes editorial content and Philips branded advertorial carousel
- Facebook 'Like' widget for Philips sound
- Music player
- Facebook commenting widget
- Philips branded video

- Additional elements of the campaign include a mini player MPU, standard MPU, competition giveaway

- By creating a visually appealing, interactive hub with the Economist masthead, we were bringing the Philips brand directly to our audience. They wanted to target an audience of predominantly men aged 35+ who are financially better off than average and enjoy reading reviews and specialized press, so this fitted in perfectly
- The hub used facebook to connect the two brands
- The solution delivered credibility by firstly being within the Economist online community, and secondly by using music associated with Universal Music and its editorial content which is of high quality
- We promoted Frankmusik amongst other young musicians in editorial pieces, thus bringing unheard acts into the attention of the hub audience and tying in with the Philips campaign to promote 'unheard musicians'
- The hub drove users to the Philips sound fb page via 3 action points which ultimately increased their brand audience and reach
- We capitalised on promoting by creating an MPU and mini player MPU, we also did social media call outs on fb and Twitter
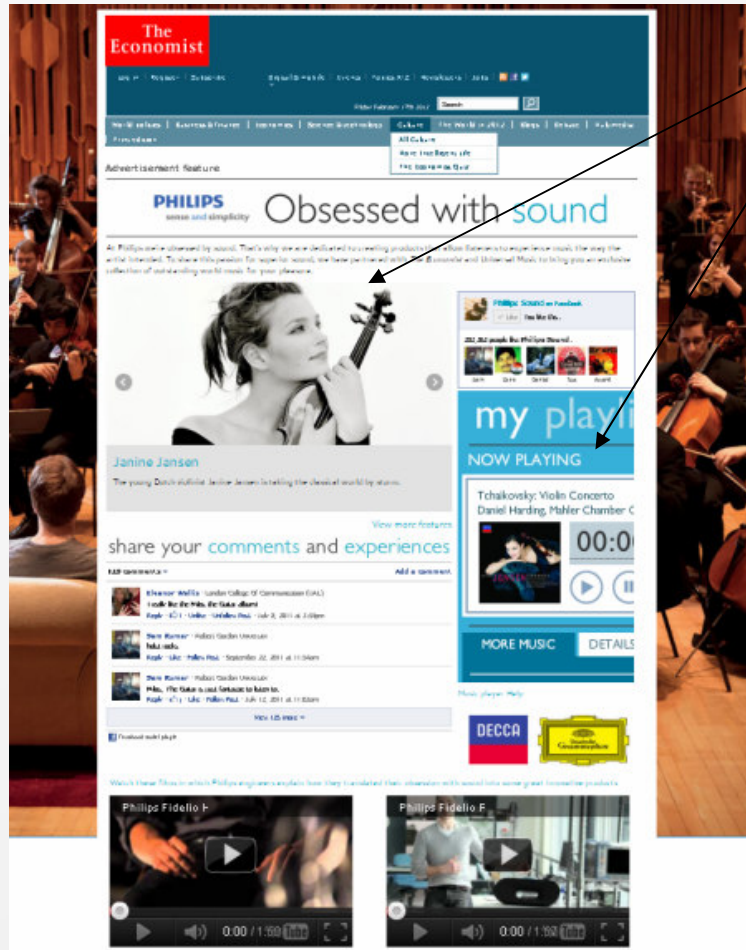
UM provided the content and the music.

- Together these two things added value to the hub and helped create an activity centre for the campaign.

- The content was updated every month with new classical artists, old and new.

- The player was updated with often corresponding music from those artists so that visitors could experience a truly complete experience.

- Page views on the editorial content __

- Minutes of streamed music on the player __

Philips provided us with the code for a social plug in which allowed visitors to 'Like' and connect to Philips sound on Facebook

- Although we could not track how many people on our page 'Liked' on the fb plug in, the no. of people subscribed to Philips sound on FB has grown from **12,732** in July 2011 to **208,998** in February 2012

- Another Facebook plug in on the hub allowed visitors to leave their comments on the page, and these comments would be mirrored on their Facebook walls

- We had 129 comments left on the hub via the fb comment plug in

- Philips also provided us with branded Philips videos centred around their wider campaign to give visitors more insight into the campaign and their products

Traffic driving MPUs
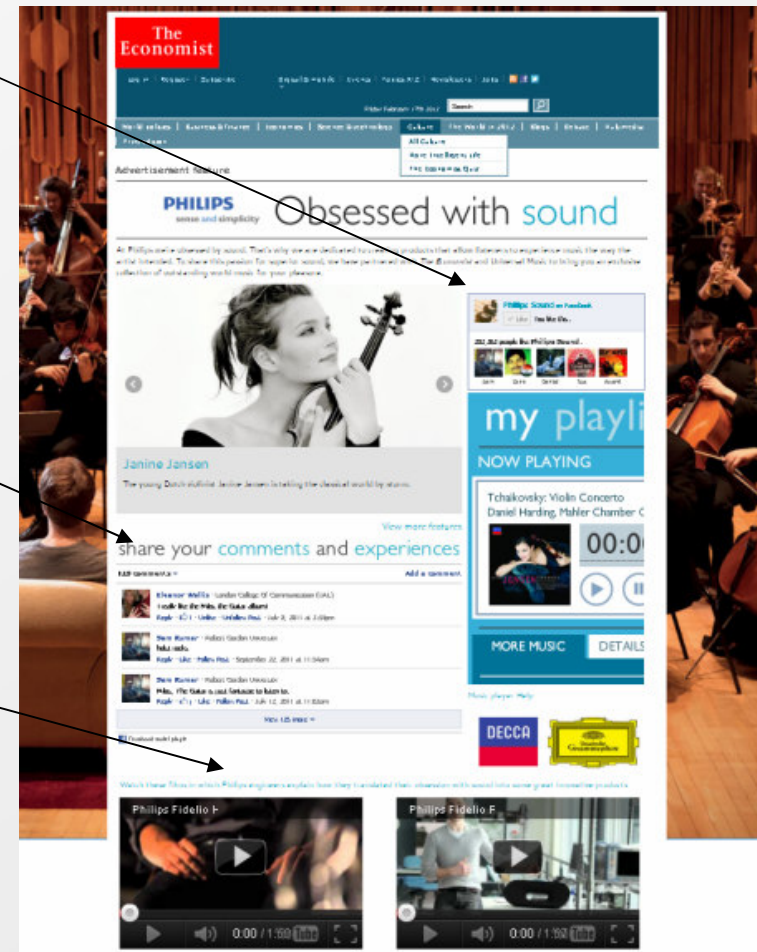
Engaging Philips branded MPU (below) ran across the Economist site. The widget player (right) helped drive traffic to the landing page. It acted as a downloadable music player but had many features.

- 1. Philips branding
- 2.Link to social networking sites
- 3. Multiple tabs displaying UM content and Philips Fidelio linking

to competition

- 4. The player
- 5. Ability to choose from more than one album
- 6. Get this widget where users can download the player to their desktops

Combined these MPUs had **2,986,699** impressions in total
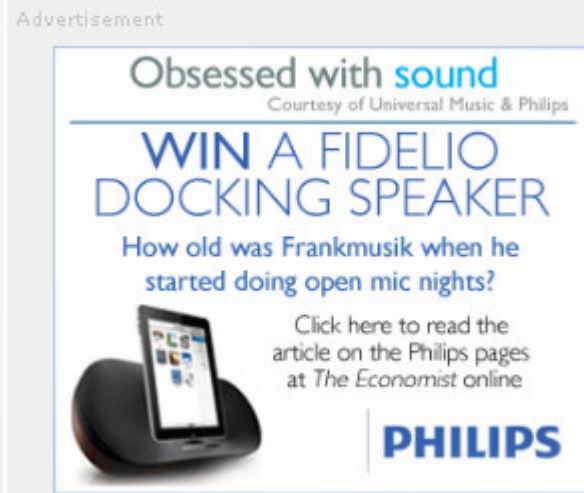
- As part of the OWS campaign we ran a competition giveaway – Terms and Conditions were drawn up by the Economist legal team
- UM provided us with 50 Jazz CD's per month to give away on the hub
- Philips provided 6 Filedio docking speakers each worth approx £400
- We gave away 2 Fidelios a month running from Nov 2011-Feb 2012
- In total we received almost 400 entries
- Social call outs and ads in Economist newsletters helped drive people to enter

For your chance to receive a jazz CD or a Fidelio docking speaker, tell us who your favourite artist is from this month's selection. We will be giving away 50 CD's each month and two Fidelio docking speakers, courtesy of Philips and Universal Music. Write a comment on the wall, email it together with your address to cdgiveaway@economist.com. For competition Terms & Conditions click here.

- The Fidelio winners
- Dr. Luis M. Salgado   Mexico
- Andy Zarzycki   Toronto, Ontario
- Mamad Gargari   Birmingham, UK
- Gerard Jan van Epen   Spain
- Ludwig Clement   Munich, Germany
- Michael Dadson   East Sussex, UK

- We ran regular call outs on Facebook and Twitter to drive traffic to the OWS hub

- We put a permanent tab on Economist Facebook page to allow users to click through to the hub

Statistics

OWS HUB

- Total page impressions on hub July 7th – February 29th - 34566

- Unique visitors on hub - 24531
- Average dwell time per visitor - 4.34 minutes

EDITORIAL CONTENT

- Number of articles published – 27
- Total Impressions on content - 3082

MUSIC

- Streams - 1232713 minutes