

60 SECOND PROPOSAL

METRO ALERT CHALLENGE

Brunettes ARE better than blondes

TODAY'S PUZZLE: MONDAY 17TH JUNE
ARE YOU SWITCHED ON?
Guess the phrase:
RICKMACK ROCKY

THIS WEEK'S RIVALRY
Left right, left right!

LEADERBOARD
Last week's winner: Charles Jones

FRIDAY'S WINNER
was Craig Smith from Pontefract who won £250

Submit your answer by 3pm to www.metro.co.uk/alertchallenge for your chance to win today's prize.

For your chance to win a share of £100,000 log onto www.metro.co.uk/alertchallenge

SWITCH ON



■ **The background** – Lucozade Alert is a new energy drink designed to sharpen mental performance. It gets consumers “back on form” by getting them “switched on”. Metro’s challenge was to create a partnership with GSK to instil these core brand benefits into our readers, and so maximise trial and awareness. The solution also needed to fit in with the overall launch strategy designed by Mediacom.

The Alert Challenge

■ What was Metro’s big idea for Lucozade Alert?

Newspapers traditionally generate mental engagement with games like crosswords. For Lucozade Alert, Metro created the next generation in mental engagement in paper: The Alert Challenge. Every day we challenged our readers to get “switched on” with questions that were fresh and unique, encouraging a mix of lateral thinking, problem solving and creative thinking, all with a quirky sense of fun. These stimulating questions embodied the brand character of Lucozade Alert and got our readers “switched on.”

■ How did Metro make it happen?

GSK fully embraced this idea and it permeated throughout Mediacom’s launch strategy. GSK’s lucozade.com/alert website became the online home of the Alert Challenge. This website was also integrated into Metro’s website appearing between our site’s header and footer. Using internal and external expertise Metro created all the questions used in the Alert Challenge, some of which were used in GSK’s wider digital campaign on display advertising, and a widget. Daily in-paper activity, including editorially endorsed full pages on Mondays and fractionals Tuesdays to Fridays, both posed the questions encouraging readers to answer them at metro.co.uk/alertchallenge and take part in weekly, monthly and an overall competition to win cash. With direct

access to the database of the client’s website we picked winners for the daily and weekly competitions, downloading the players’ details and avatars to publish in the fractionals and full page respectively. Six ‘Brand to Hand’ campaigns put the product into consumers’ hands and the most effective traffic drivers on Metro.co.uk channelled thousands to “switch on” at metro.co.uk/alertchallenge.

METRO ALERT CHALLENGE

TODAY'S PUZZLE: TUESDAY 17TH JUNE
ARE YOU SWITCHED ON?
Guess the word:

YESTERDAY'S WINNER
was Cecilia Allen from Ventnor who won £250

Submit your answer by 3pm for your chance to win a share of £100,000 at www.metro.co.uk/alertchallenge

SWITCH ON

■ Was this a successful campaign for Lucozade alert?

In the first five weeks of the twelve week campaign all adult coverage via Metro was 8.978 million, 486,000 have received a ‘Brand to Hand’ sample, metro.co.uk/alertchallenge has received over 43,000 visits, and the GSK consumer database has been boosted by over 6,400 registrants. The Alert Challenge has proved to be such a popular concept with Lucozade Alert’s target consumers that GSK are considering using this idea beyond just the launch phase.