From TV to Online Display, the campaign successfully tailored the message to the medium

Creative Brief

Barclaycard launched an epic TV ad to signal a step change for the brand. The TV ad features a wild waterslide ride that takes an office worker from work to home through the city. Barclaycard wanted to challenge the conventions of financial advertising in order to drive brand reappraisal and nudge consideration. Likewise, digital needed to behave in a fresh and innovative way to engage a younger, more tech and marketing savvy audience and make the most of the buzz from the ATL communications. To positively impact the brand’s health, Dare wanted the online creative delivered in an engaging way, rather than as disruptive advertising.

The Campaign

The waterslide campaign was such a fun idea that Dare felt the audience would respond well to an engaging and interactive concept. So Dare created a brilliant interactive ad based on a computer puzzle game from childhood where the player took on the role of a plumber trying to join up pipe pieces before a gushing stream of water can overwhelm him. This style of simple game play became the perfect vehicle in which to set the waterslide.
"The client was excited to see how bespoke digital advertising (rather than doctoring TV assets) could create really compelling communications that build upon the TV’s effect. Seeing digital play an important role rather than supporting has definitely encouraged them to place involvement and innovation at the heart of all the briefs."

Dare Digital

Cross-Channel Strategy

The cross-channel strategy was to work each channel to its strengths to deepen engagement with the brand and build awareness through seeding. The TV ad created awareness and brand affinity whilst the Homepage Takeover game extended the TV idea and rewarded users for getting involved. The campaign was joined up both thematically and visually by the most distinct element: the waterslide.

The client loved using a game to create real impact and felt inspired by the creative opportunity the online media channel offered and its potential to challenge what financial advertising conventionally means.

Results

13.7m impressions

4.6m Unique users

Total Interaction rate was 58%

Average Dwell Time was 58 seconds – far greater than the rich media Dwell Time benchmark for Europe of 42 seconds