

Cross-channel outdoor campaign creates fresh perception of Yellow Pages

Campaign Details

Advertiser:

Yellow Pages

Creative Agency:

Clemenger Proximity

Media Agency:

OMD

Product/Technology:

Cross channel rich media including mobile, online and outdoor

"Yellovator is an entry point into the brand for younger segments who are yet to have a heavy need for Yellow Pages or for digital natives who may have historically rejected the brand. Through entertainment, we're reconnecting with these audiences and, in doing so, seeking permission to be relevant in the future.."

Chris Howatson

Group Account Director

Objectives

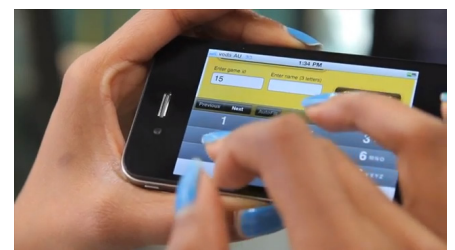
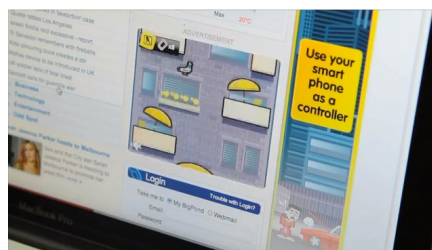
Yellow Pages wanted to update its paper-heavy image by reintroducing itself to a new generation of users and highlighting that the Yellow Pages directory can now be found on a wide range of mobile devices.

Execution

Digital marketing agency Clemenger Proximity Melbourne and game developer Millipede teamed up with Sizmek to launch what may be a world first – a digital game app that works across billboard, PC and smartphone advertising platforms.

To reach a young, tech-savvy audience, the team created Yellovator, a game that can be played on many devices and in three digital formats - via rich media banners, outdoor sites, and on the microsite.

People used their 3G enabled Smartphone as a remote control to drop a virtual mobile down to the people on a virtual street in need of Yellow Pages assistance and work their way up through the different levels.



Results

This groundbreaking campaign reached 11 million users. Customers were willing to spend valuable time with the brand after being offered an innovative way to interact.

35,257 users played with the game

Unique 'play rate:" **0.22%**

"Yellovator shows the market just what digital can do to create really rich and engaging brand experiences for audiences. This innovation is a collision of great talent, advanced ad platforms and adventurous clients, and it demonstrates how the market is breaking beyond traditional display ads."

Carolyn Bollaci
Sizmek Country Manager ANZ

