Case studies

A recap

IMC components is 4th P (promotional mix) of marketing



IMC components is 4th P (promotional mix) of marketing



AMONGST ALL THE IMC ELEMENTS **ADVERTISING*** IS OFTEN CONSIDERED THE MOST IMPORTANT ELEMENT IN THE PROMOTIONAL MIX

**Advertising = mass advertising on traditional channels*

However, advertisement alone has its limitations

And many brands or campaigns have chosen to use other elements of IMC with great success

This is often more true of public service campaigns where behaviour and attitude shift is much harder

And a 30/60 sec TVC and other mass media channels alone cannot do it all to change mindsets

Often ‘out of box’ thinking can make the campaign earn more ‘earned media’ making it a bigger success at a lower cost

WOM becomes the media channels for it

Case Study 1

Meet Graham

Background

- In 2015, the **Transport Accident Commission (TAC) in Melbourne** adopted a '**Towards Zero**' road safety strategy, meaning no amount of fatalities on the state's roads was to be considered an acceptable number: **The aim was to get to zero car crashes and fatalities**
- Historically , TAC had used mass media campaigns (TV, Print & Outdoor) – **shock advertising** – car crash and resultant death. These campaigns were effective till a few years but now there was an indifference seeping in and people were becoming immune to those kind of messages
- The road crashes were slowly on the rise and TAC was unsure if yet another campaign on a similar lines will make any significant shift in behaviours
- The TAC was also aware that most people regarded themselves as responsible drivers and tended to disregard campaigns that talked about bad driving behaviour (feeling that they are under control while on the road)
- **The problem identified** ***:*** *Till the time people don't realise that they were vulnerable to the crash on the road they will not change their behaviour (speed driving etc, not adhering to seat belts etc).*

The strategy

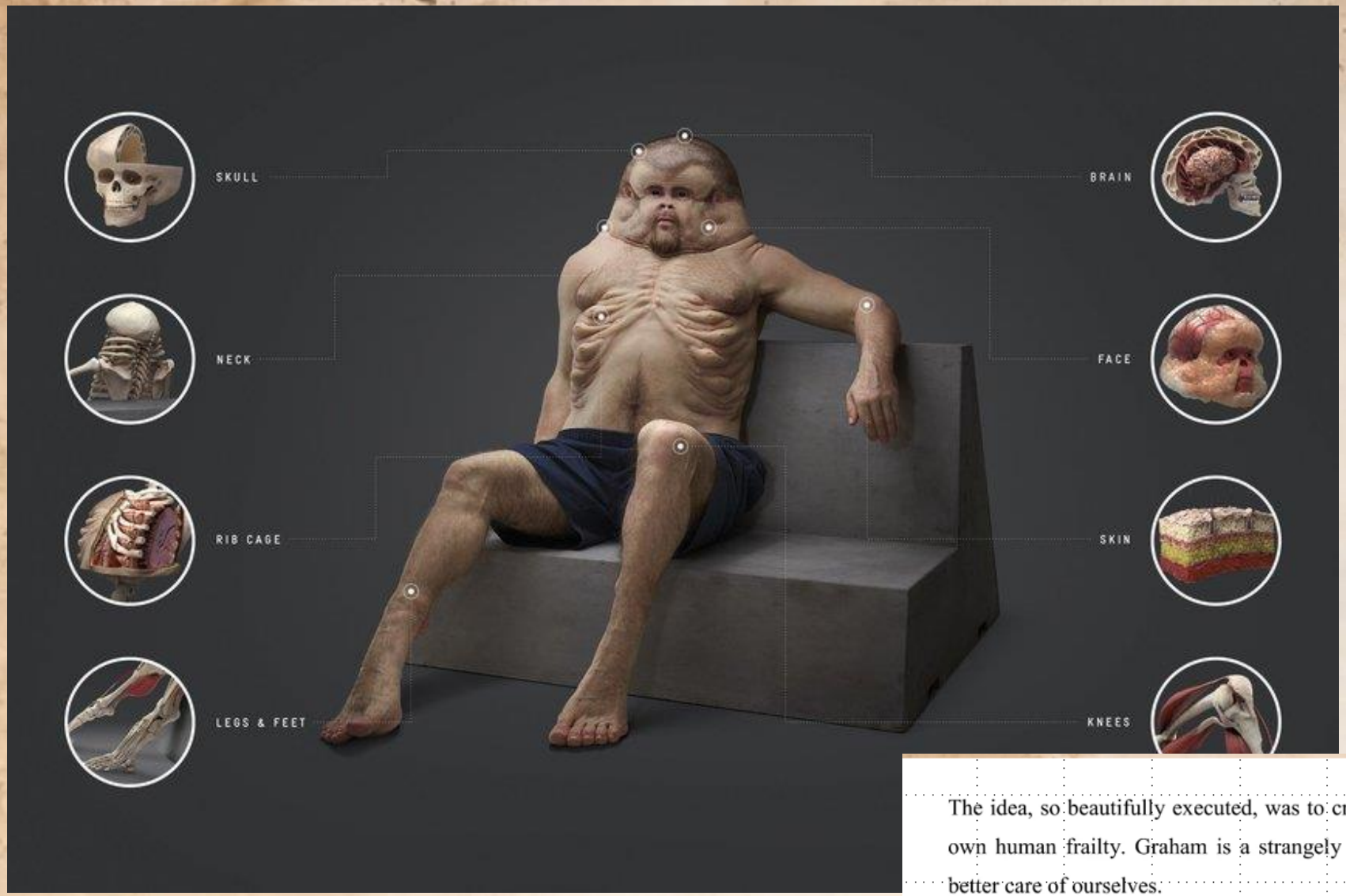
- **The problem identified :** *Till the time people don't realise that they were vulnerable to the crash on the road they will not change their behaviour (speed driving etc, not adhering to seat belts etc).*
- **Target Audience** : Everyone uses the road ways . However the previous statistics showed the '**Men drivers**' very more involved in crashes rather than the women , so the campaign was focused on Men
- **Brief from Client (TAC) to BBDO:** To bring alive the concept of '**vulnerability**' to the audience i.e convey to them that when they we are using road network as pedestrians, riding a motorbike or driving a car, they are vulnerable and if they were to be involved in any crash they will break (die)
- (It sounds like an obvious thing that people have heard before, but it needed to be reinforced because a lot of people have forgotten or become complacent and sometimes just simply feel protected when they're in their car (rightfully so in many cases, because they do have airbags and other safety features).)
- **For the agency :** it was task too difficult and complex for a 60 sec commercial!

The strategy

- Just telling or showing another crash scenario will not help. The need was a ‘provocative’ solution that will help audience sit up and take notice
- **Big Idea** : Demonstrate a simple science “*what level of evolution a human body would have to go through to withstand the forces exposed in a car crash”?*
- **Execution:** Sometimes surreal helps us to understand better. Working with a trauma surgeon from Royal Melbourne Hospital, Monash University's car crash expert and a world renowned artist Patricia Piccinini, **Graham** was built – **an interactive sculpture that shows how the human body would need to change to or be to withstand a car crash.**

Birth of ‘Meet Graham’ project

Meet Graham : the only person designed to survive on our roads



The trio worked meticulously and created a masterpiece – a strange looking figure that depicted what ordinary human beings would need to look like if they were to survive the forces of a crash

The idea, so beautifully executed, was to create a distorted human that teaches us about our own human frailty. Graham is a strangely sympathetic creature, designed to make us take better care of ourselves.

How did the campaign roll out



Graham made his debut appearance at the State Library of Victoria in August 2016, where visitors could observe his strange humanoid shape, and explore his internal features with the help of augmented reality. Teenage students were particularly fascinated with Graham, pouring over the details of his unique body while learning about the vulnerability of their own.

Rather than see thirty seconds of a TV campaign, people were spending half an hour or more at the exhibition – a deep dive into the TAC's 'vulnerability' message. And of course, because Graham is both extraordinary and oddly photogenic, they shared photos of him via social media, disseminating the TAC campaign into the broader community.

It terms of media money : except for the launch press event, creating a website to bring alive the concept , zero money was spent!

- *“We haven’t spent a cent on media at all, not even paid social. We haven’t paid a dollar for any media spend online or broadcast, we invited press to the launch event itself and we PR-ed it to other people, we sent it to networks we know and we had a radio interview with Neil Mitchell. (a very influential radio jockey in the city) ; .*
- *Australians could see the artwork in the flesh at Victoria's State Library through Aug. 8 of last year. An interactive website was created where to explore the grotesque "Graham" in 360 degrees at the campaign website, where you can find out exactly what kind of injuries a car accident would inflict on a normal body.*

The visceral image of Graham just hanging out on his bench picked massive global attention

- *“Even though this is very much targeting Victorians, and trying to change Victorians’ behaviour, we think a great benefit of this campaign is that it went global. Because it does relate to people around the world, we’re all road users, it doesn’t matter if we’re in Melbourne or Mumbai, so I think it’s critical for people to take in the message. So that was a great secondary success for this project, that it was so famous”*



https://www.youtube.com/watch?v=7FQpjCauL0w

https://www.youtube.com/watch?v=j-kDH0BBb20&t=2s

https://www.youtube.com/watch?v=TQi-AEQliwM

Results

- ✓ Within hours of being introduced at the State Library of Victoria, Graham – an interactive sculpture depicting what humans might look like if they had evolved to survive a crash – had captured the imagination of people from Melbourne to Mumbai.
- ✓ He quickly became a social media phenomenon and was one of the top-trending stories on Twitter and Facebook over his first weekend.
- ✓ He continues to make headlines in the world's biggest newspapers and news sites, with articles appearing in publications including the New York Times, London's Daily Mail, the Washington Post, BBC, CNN, India Today and Al Jazeera.
- ✓ Less than a week after Graham's reveal, the meetgraham.com.au website had attracted more than 10.4 million page views from across the globe and some of Victoria's biggest news websites reported unprecedented traffic as the world scrambled to learn more about him.
- ✓ The campaign a won two Cannes Lions Grand Prix awards, earning the first top Lion of the festival in Health and Wellness.

http://www.digitaltrainingacademy.com/casestudies/2017/07/car_safety_ad_meet_graham_wins_top_digital_prize_at_cannes.php

Case Study 2

Dumb Ways to Die

Background

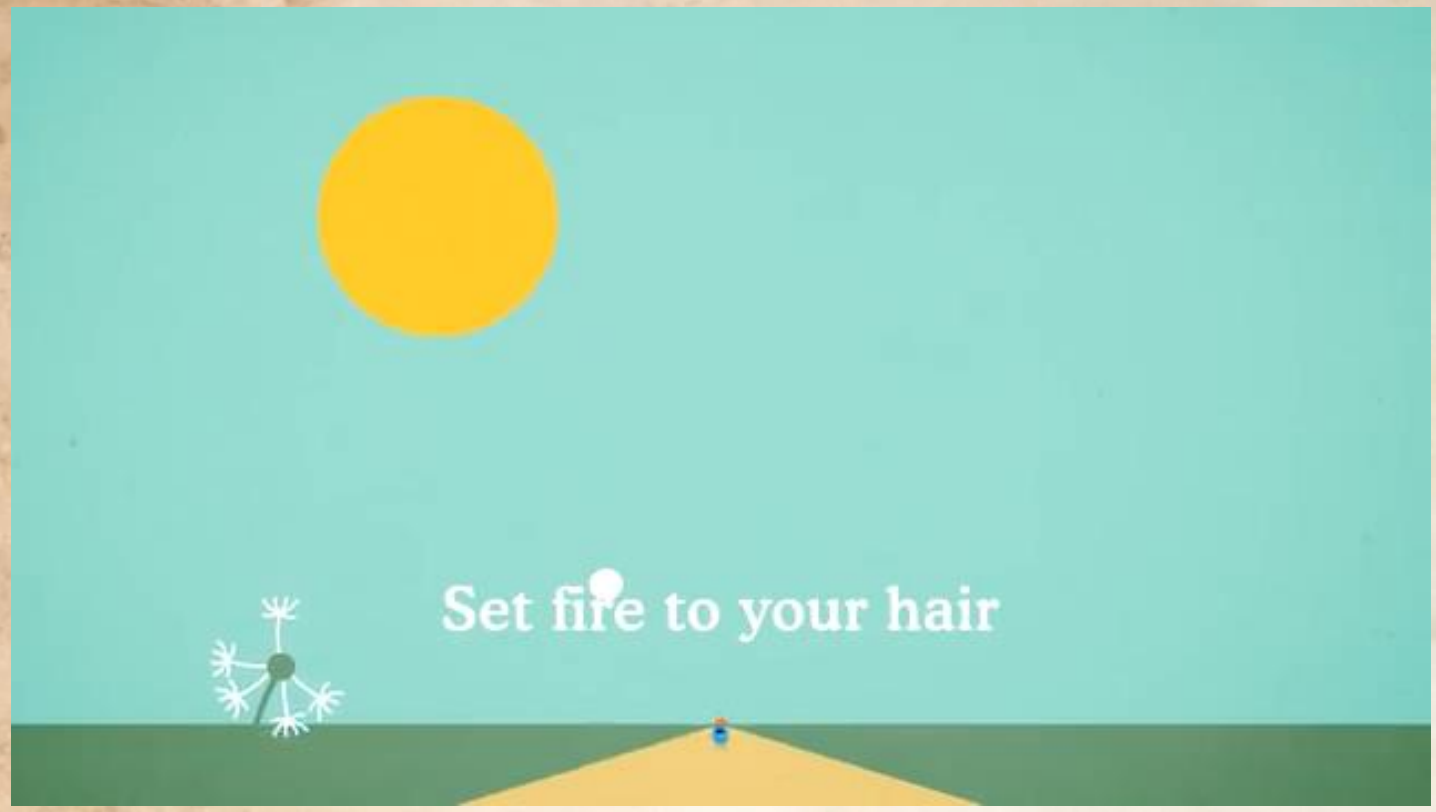
- In 2012 Melbourne Metro was going through a serious problem. There had been many train accidents / near misses involving casual pedestrians
- Much of the pedestrians at risk of train accidents or deaths were Melbourne's youth.
- A campaign was needed build awareness of this issue , to stop accidents and deaths happening on the Melbourne's Train Network.
- The campaign was devised by McCann Melbourne ; Whose reaction to the brief was -

"This was more difficult task then it seemed – the campaign had to engage an audience(Youth) that really dint want to hear any kind of safety message – A few misses here and there , dint really bother them to be precautious while crossing the railway tracks. For them it would have been yet another boring campaign"

Solution

- To talk to youth, you had to talk like a youth. Talk a language they will understand
- It was decided to use a light hearted approach rather than a grim public service announcement
- What resulted was a song and video that actually trivialized the situation and satirically called it as one of the dumb ways to die (amongst other dumb ways to die such as setting fire to your hair, poking a grizzly bear, selling both your kidneys on the internet etc etc)
- . Therefore, the narrative effectively is that there are many ‘dumb’, easily avoidable ways to die, and being hit by a train is one of these dumb ways to die.
- It was intended to put a comedic spin on safety to attract attention of the younger target audience

The work : Had to catch attention of young audience



Every design aspect was chosen to appeal to the young Target Audience. With Squishy, brightly coloured characters, a catchy jingle, a touch of parody with a touch of dark humour – it seemed childish but was not for children.

It's a tricky balance to get right, but if you nail it, well…!

https://www.youtube.com/watch?v=pS9441I6OZ4

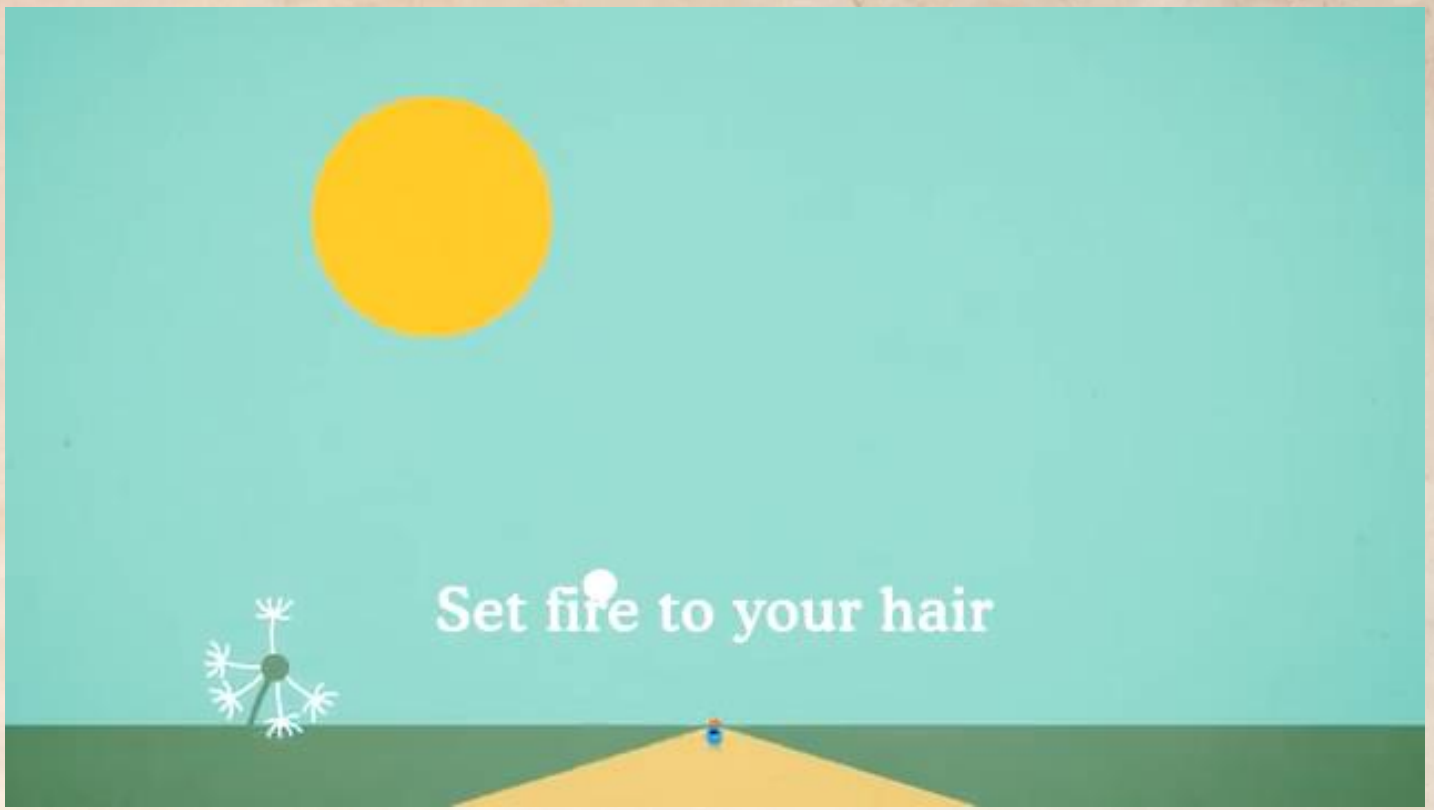
Mediums used : Utilised various platforms to their maximum effect

- This campaign was extremely effective at picking multiple channels that aligned with its target audience. Further it used each platform to its maximum potential
- The song, recorded by Tangerine Kitty, was launched primarily by **Youtube channel and iTunes**, however **radio and print** was used effectively to reach specific geographies in and around the station
- The campaign was brought alive at the **metro stations** and around the city with elements of the campaign on **bus stops / bus shelters pillars , doors, etc**
- Campaign included an **iPhone game app** (where saving lives was the primary game) , a book and other merchandise
- A **website** was designed to effectively synchronise the various elements as also lead people to take a **‘pledge**’ as to not succumb to this dumb way of die’ing

Mediums Used

Not only targeted the right audience but worked in a synchronised fashion

On You tube (and also on iTunes app)… was also released in a ‘Karaoke’ fashion



https://www.youtube.com/watch?v=pS9441I6OZ4

Life sized posters : On bus shelters around the station and at the station itself : reminding people to exercise safety



Dumb Ways to Die poster in a Melbourne train station (Metro Trains, 2013).

Game app : an interactive app to save lifes



Screenshots from the *Dumb Ways to Die* smartphone game (Metro Trains, 2013).

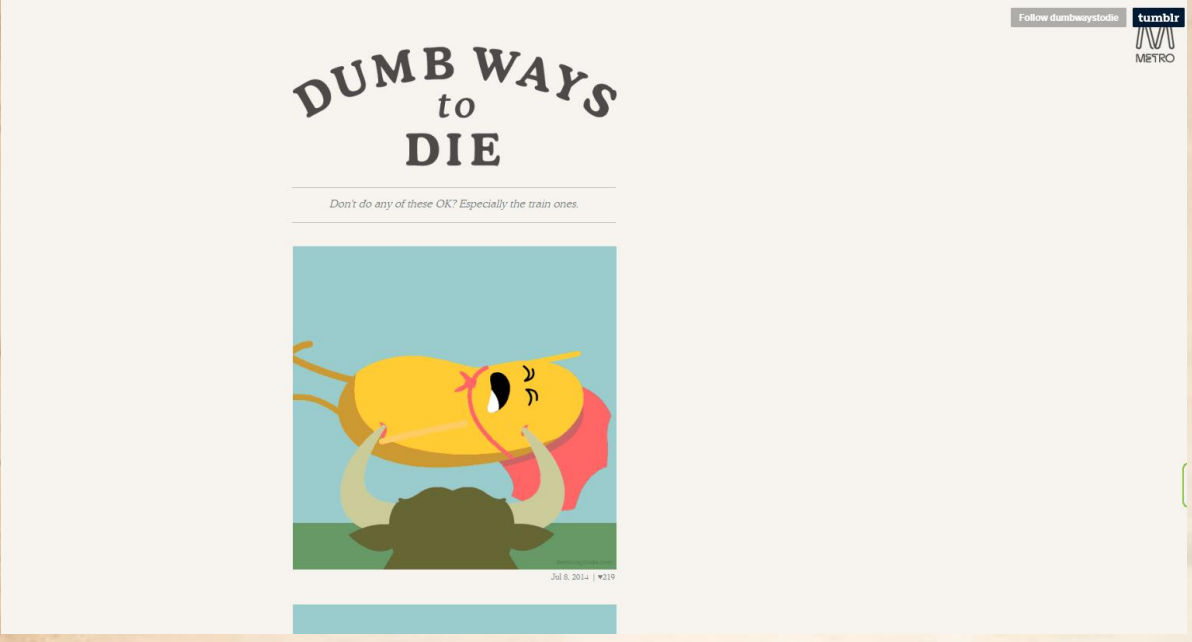
The story was adapted into a smart phone game.

The *Dumb Ways to Die* smart phone game allows users to try and save the cartoon characters from their 'dumb deaths', increasing the difficulty as the user keeps playing.

Once their three lives have expired, the game is over and can be played again to try and reach a new high score.

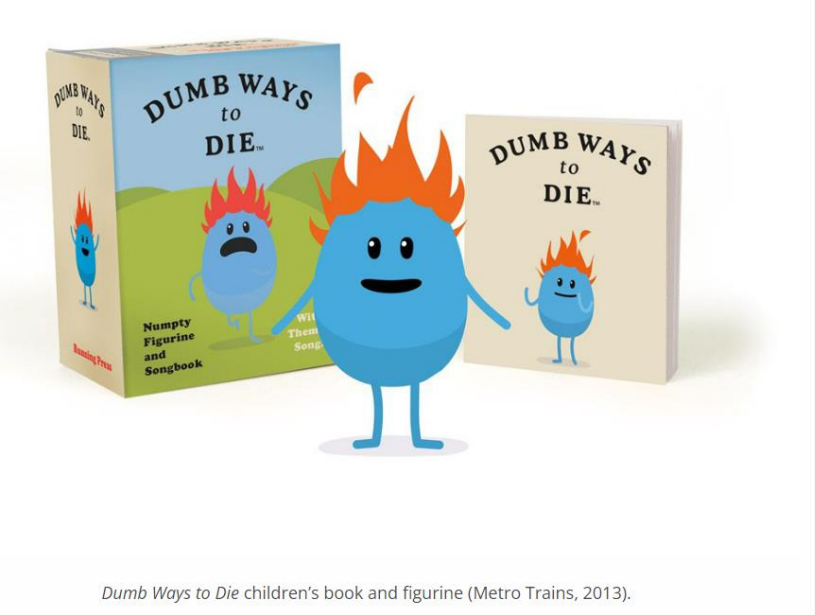
The game was made very well, engaging the viewer by getting them to tap, swipe and rub the screen – or even blow into the microphone! All the while, the game is still telling the same story – to be safe around trains and avoid an easily preventable death or injury.

On Tumblr –TG could create their own content and post



The Tumblr page also allowed audience to interact with the campaign, as many Tumblr users enjoyed reblogging and sharing posts. Like the smart phone game, this allows consumers to create and enjoy their own experience with Dumb Ways to Die.

DWTO – Made into story books : and introduced in schools where kids were taught on various safety aspects



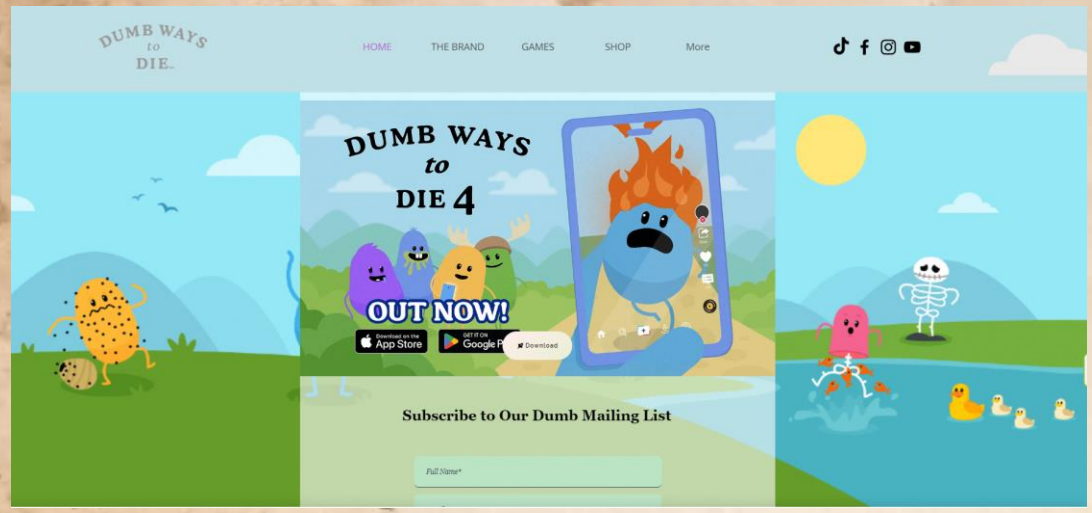
Dumb Ways to Die children's book and figurine (Metro Trains, 2013).

Dumb Ways to Die also later released a children's book, with the same concept of the Tumblr page. It simply depicted various scenes of the cartoon characters dying in dumb ways. This physical release incorporated a much younger audience, but an important one nonetheless

DWTD – Merchandise items – became very popular as collectibles (it was no more a PSA but a franchise)



Website : Pledge to be safe around metro stations







The pledge that users of the *Dumb Ways to Die* game are encouraged to make (Metro Trains, 2013).

Nearly all aspects of the campaign pushed people towards the website where they could push the button and make the pledge to train safety.

This was implemented to try and actively change people's behaviour, rather than stop at a public message.

Client speak : “Make content and not just a good ad”

“Firstly, we decided to not adopt an advertising model, but a content model. Both the client and the agency were very determined to make the content good enough to compete against the things you would otherwise pay for.

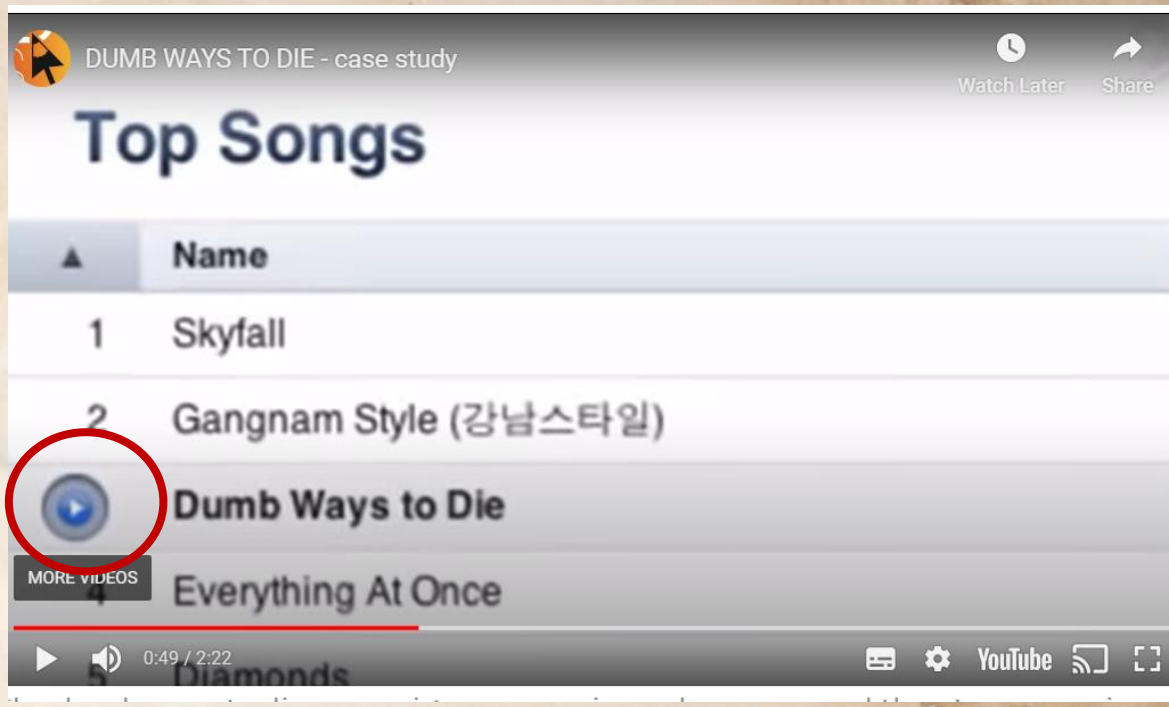
It had to be ‘a good content piece and not just a good ad campaign’. If you’re making content you have to ask yourself honestly the question: would I pay to own this? If you are making content you have to make it as good as the stuff that people are willing to buy..such as on iTunes”

Results

Objective : Prevent accidents around Melbourne Metro station

Within a few days, the song climbed up the charts as no 3 (just after the widely famous Gangnum style), toping many artists releases of that time. In terms of shares it was no 1 of that time





Results:

- ✓ Within 24 hours of its launch in November 2012, the “Dumb Ways to Die” song reached the top 10 chart of iTunes in 28 countries
- ✓ The campaign was wildly successful as it went highly viral and climbed the charts in various countries
- ✓ . Various covers were produced by different artists and the song was used in school as an effective and fun method for teaching safety for kids
- ✓ “Dumb Ways to Die” was named the best campaign of the decade that year by uncountable award Platforms
- ✓ In June 2013, the campaign clip won the Integrated Grand Prix at the Cannes Lions International Festival of Creativity, and overall, won five Grand Prix awards, 18 Gold Lions, three Silver Lions, and two Bronze Lions, which was the most for the campaign in the festival's history legacy
- ✓ What started off as a lighthearted message about staying safe around Melbourne, Australia’s commuter system trains has morphed into a entertainment property with *200 million app downloads, a quarter of billion video views, and 3 billion unique game plays across the globe*
- ✓ “Dumb Ways to Die” inspired other regional safety campaigns and reaching an audience much larger than it was ever envisaged
- ✓ Most importantly, following the campaign, Metro Trains found a 21% reduction in train station incidents (Brand News, 2013).

Much of its success can be attributed to the fact that it used effective mediums and used them to their maximum potential.

Dumb ways to die

- https://www.smartinsights.com/digital-marketing-strategy/campaign-of-the-week-dumb-ways-to-die/
- https://sereenafurse.wordpress.com/2020/09/29/how-to-create-a-successful-imc-campaign-an-example-from-the-dumb-ways-to-die-campaign/
  - https://www.youtube.com/watch?v=IxZ_ZznO2ek

Thank You