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**Case:** The Sony Ericsson FanWalk to the MTV EMA's 2009

**Campaign Title:** The Sony Ericsson FanWalk to the MTV EMA's 2009

**Advertised Product(s):** Sony Ericsson W995, Sony Ericsson W595 Vodafone edition, Sony Ericsson W395, Sony Ericsson W995, Sony Ericsson W715, Sony Ericsson W705

**Period:** 07. July 2009 bis 06. November 2009

**Digital Lead Agency:** bplusd interactive GmbH

#### **Initial Situation / Task:**

As in the previous year, a Sony Ericsson FanWalk was to take place in lieu to the Sony Ericsson Sponsoring of the MTV Europe Music Awards 2009: 100 Music fans were to walk from Hamburg to the MTV EMAs in Berlin- accompanied by a professional camera crew. Two months before the event, ideal candidates had to be selected in a ten-week long online voting – besides focussing the attention of the target audience on the event itself.

Next to the strategic consultation in the areas „Media“ and „Online Cooperation“ regarding the individual cooperating partners and the Sponsoring Partner MTV, bplusd interactive, in their role as Digital Lead Agency, took on the conceptualization as well as the creative and technical implementation and execution of the online campaign in regard to all campaign relevant aspects:

- Re-release of the Sony Ericsson FanWalk as a holistic Online Campaign
- Specific communication of the new Sony Ericsson Strategy "Entertainment Unlimited"
- Networking with all relevant digital networks (Facebook, Myspace, Bebo, Twitter, Hi5) and partner portals (MTV local websites, VIACOM) in order to increase reach, traffic of the whole sonyericsson.com network
- Clear product placing and product integration
- Accessing of user-based seeding and network effects
- Implementation of the website for 14 countries in 12 different languages in regard to locally preferred products

#### **Marketing Objective & Target Group:**

The target audience was defined as the „Mainstream Youth“ – 18 to 28 year old ( unisex) with an interest in music, opinion leaders within their groups.

The marketing objectives were delegated to the distinct phases of the campaign:

In Phase I (06.07. – 27.08.2009), the main objective was to generate and incite as many users as possible to submit a creative application for the FanWalk on the campaign site [www.fanwalk.tv](http://www.fanwalk.tv) and to utilise a strong word of mouth propaganda in the online networks such as Facebook, Myspace, bebo & Hi5, as well as blogs and target audience relevant message boards. In lieu with this first phase, the Sony Ericsson was to placed as a top-tier event in the internet in order to increase popularity and generate a large reach within the target audience.

Another aim was the founding of a FanWalk community on the campaign website and the FanWalk fan page on Facebook to establish a very large networked fan community for the second phase.

In the second phase (28.10. – 06.11.2009), the 10- day FanWalk from Hamburg to Berlin, the main emphasis rested on the communication of emotions , experiences and adventures of the 100 FanWalkers in regard to Walkman Phone Products and the brand of the intended aim (FanWalk / Sony Ericsson = Music + Fun + Experience + Friendship = Entertainment Unlimited).

Campaign wide marketing objectives:

- Drive unique traffic to Sony Ericsson online environment
- Enable dialogue & establish long term relationship with users
- Increase level of sharing
- Increase visibility

**Communication Strategy (Idea, Concept, Selection of Media, etc.):**

By utilizing a frequent TVC on all participating European MTV channels and with a strong online media use ( i.e. banner advertisement and micro sites on MTV Online Europe, VIACOM, etc.) the target audience was to be motivated to submit applications for the Sony Ericsson FanWalk on the campaign website [www.fanwalk.com](http://www.fanwalk.com). Each application profile participated in an online voting, which served as a pre-selection of the final 100 FanWalkers in the Internet.

The FanWalk applicants were enabled to communicate with their friends on their favourite online.- networks directly from the campaign website in order to gather votes for their application. A partially viral effect of this self-promotion was the promotion of the Sony Ericsson FanWalk in online networks, which generated new users to the campaign site ( multiplicative effect)

**Campaign Implementation ( technical or creative characteristics, operations):**

Central node of the campaign was the website [www.fanwalk.tv](http://www.fanwalk.tv) . It was here that the online community interacted, voted for or against applicants and communicated with their favourite online networks. Specially designed technical interfaces to Facebook, bebo, twitter, hi5 or myspace were implemented which enabled a direct communication from [www.fanwalk.tv](http://www.fanwalk.tv) with the external social networks. By this, the campaign was connected to the most important online communities from an early stage on.

The applicants also used a prefabricated „Vote for me „ Banner with his application picture , which was utilized to gather votes on the many personal blogs or community profiles.

The second phase of the campaign, which took place during the 10 day march from Hamburg to Berlin, again saw the campaign site [www.fanwalk.tv](http://www.fanwalk.tv) in a pivotal role. By publishing daily webisodes ( 5 minute videos) and multiple daily updates to the picture galleries the FanWalk was conveyed to the internet as both live and real. The special highlight of the daily news coverage were the LIVE blogs of the FanWalkers themselves. Using their Sony Ericsson W995 Walkman Phones, all 100 participants were able to blog comments, pictures and videos from the road directly to [www.fanwalk.tv](http://www.fanwalk.tv), where a distinct closeness was associated with the event – as well as providing a perfect stage for the product.

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