

OMD's Ignition Factory Creates Media Magic Using a Video Player in a Print Ad

Until recently, pictures that can move on the pages of a magazine were pure fantasy. The only place to see such a thing was in a Harry Potter movie, where animated subjects in magical photographs routinely mug for the camera from the printed page.

However, OMD's joint campaign for CBS and PepsiCo took the concept of video in print from fantasy to reality, proving that we "muggles" (that's non-magical folk in Potter parlance) can make magic, too. It's just that we call it technology.

Technology was the key to success in one of the oldest, least technological mediums—print. A paper-thin video player with a digital chip let *Entertainment Weekly* readers preview the CBS Monday night lineup, as well as spots for Pepsi Max right from the pages of the magazine.

The campaign, which sparked a buzz in the mainstream media and the blogos-

phere, was named the Grand Prize winner in AdweekMedia's annual BUZZ Awards.

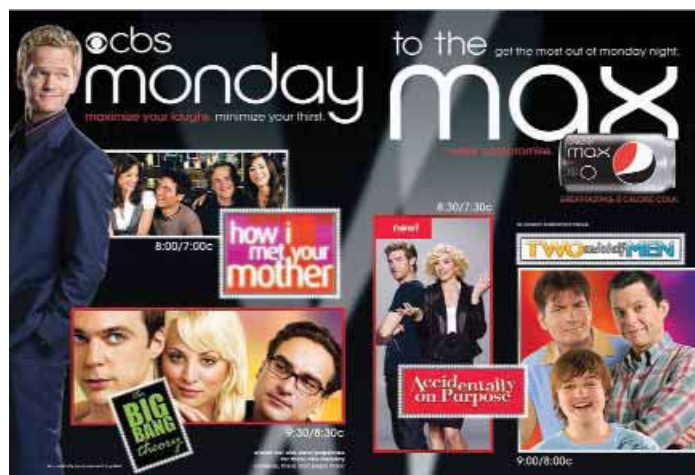
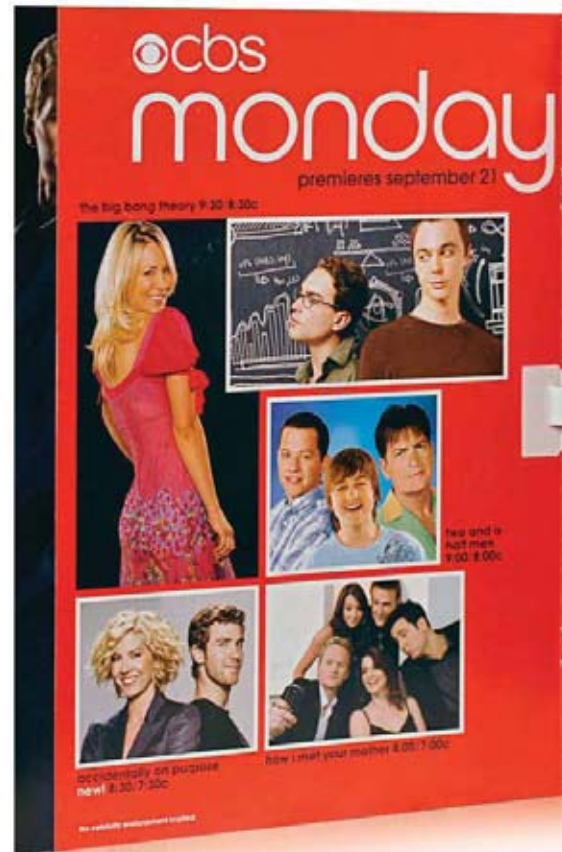
"Ignition Factory is always trying to push the boundaries of technology in emerging media, but we can't forget about existing platforms," explains Jon Haber, U.S. director of OMD's media innovations unit Ignition Factory, the group that designed the groundbreaking campaign.

And there's nothing like never-seen-before technology, either on new or existing platforms, to create buzz—exactly what CBS and Pepsi needed to get their messages in front of the right people.

"CBS loves to try something big and new to break through the clutter," says Haber.

A couple of years ago, consumers cracked 35 million eggs with CBS slogans laser-etched onto their shells. For 2009, CBS was again looking to create excitement for its fall season.

"The digital chip is the best thing we've done," says George Schweitzer, president of CBS Marketing Group. Like the eggs, the novelty of the approach created a buzz, but this campaign was far more targeted. "It was a great double play. Entertainment consumers, our target audience, loved it. And they make a show a hit. But it



Entertainment Weekly ran the spread on Sept. 18, 2009.

also took off with the techies. People ran to get the magazine just to get the chip and take it apart," says Schweitzer.

PepsiCo, on the other hand, was targeting well beyond entertainment consumers as it worked to build awareness of its new product, Pepsi Max, a diet cola designed for young men.

"One of the big things for our team to do is to find emerging technology to connect consumers in new and different ways. But we have to figure out how to do it tactically," says Seth Kaufman, director of media strategy at PepsiCo

North America Beverages. “It’s important for brands not to just do things that are cool, but true to your business objective. By leveraging this technology in a very appropriate way, we’ve done that.”

To create greater impact for its Pepsi Max messaging, PepsiCo needed to align that message with compelling content in a relevant environment. Cool technology is relevant to young men—the ones, no

Max is perfect for the CBS Monday night lineup. In both brands’ DNA is irreverence,” says Kaufman.

Finding a way to implement the campaign was no simple task. From a technological point of view, the miniscule video player was ready for primetime. The video was sharp; the audio was clear. However, the logistics of creating a first-ever print campaign were a different story

Haber explains, “We didn’t know if it would really work in a magazine. Would it get through the binding process? We really had a clock ticking.”

Ticking indeed. It was the end of the

While everyone involved knew the video-in-print ad would get buzz, the level of excitement topped expectations. A Time Inc. customized readership poll showed 90 percent of *Entertainment Weekly* readers recalled seeing the video ad in the Sept. 18 issue. And 98 percent of those recalled at least one of the CBS shows, while 72 percent recalled the Pepsi message. And 80 percent showed or discussed the ad with, on average, six people.

This ability to generate conversation gave the campaign traction, considering only a relatively small number of people would see the issue. The execution

Within a day, copies of the issue with the video-in-print execution were selling on eBay for more than \$400.

first quarter of 2009 when Ignition Factory pitched the technology to CBS for its fall marketing campaign—not much time to work out the kinks, find the right media platform, take on an advertising partner and develop a campaign.

But everyone acted quickly because of the sense that this was a one-of-a-kind opportunity.

“It was very instinctive. We took one look at this and said, ‘There’s never been a video ad in print. This is fantastic. We have to find a way to do this,’ ” Schweitzer says. “The major impediment for us was cost. It was very expensive. We can handle the media cost and publicity and creating the campaign. But we needed an advertising partner.”

When OMD looked to its stable of clients, Pepsi stood out and took very little persuasion.

“We could only do this because we have two clients that knew to how move quickly. They could see this was a game changer. And they were so open to doing something new and different. For us, it is a huge win to put clients together,” says Haber.

received unpaid press coverage in more than 200 media outlets worldwide, including CNN, MSNBC’s *Countdown with Keith Olbermann*, *The Early Show* on CBS, *The Wall Street Journal*, *The New York Times*, *Wired Magazine*, *USA Today* and *The New York Post*. Even news outlets in the U.K., Italy and China picked up the story.

The buzz also went into social media, the blogosphere and even eBay. Within a day, copies of the issue with the video-in-print execution were selling on eBay for more than \$400.

“From our buzz-tracking research, we knew *Entertainment Weekly* readers were going to talk about what we had done. That readership tends to be loud,” says Haber. “It was such a big story that a lot of the buzz was organic. It wasn’t necessary for us to do extensions to let people know about what we’d done.

“Someone wrote, ‘It’s like a magazine from the Harry Potter movie.’ You just can’t buy that kind of buzz. You see people like Keith Olbermann talking about it, and you’ve crossed into pop culture.”

And maybe into magic. ■



CBS/PepsiCo's "Monday to the Max" included an insert with the video-in-print spread.

doubt, who were taking apart the chip to see how it worked.

But pairing that environment with the CBS content took the synergy to a new level. Shows like *How I Met Your Mother*, *Two and a Half Men* and *The Big Bang Theory* were a match for PepsiCo's targeted demo.

“One of the beautiful pieces in this was that the brand personality of Pepsi