

Nykredit Street Masters

In July 2008, Nykredit (major Danish financial services company) launched “Nykredit Street Masters” - a viral campaign in Denmark, promoting their sponsorship of the female golf tournament Nykredit Masters. The campaign featured two Danish professional golfers Amanda Moltke-Leth and Iben Tinning, while they are playing the 18th hole to decide who wins Nykredit Street Masters. The 18th hole is literally played in the center of Copenhagen – as it goes from Christiansborg Castle through Holmens Channel on to Storck Fountain. The amazing – and unusual – course is won by Amanda Moltke-Leth, as she chips the ball in hole from a nearby café. The entire clip is commented by two familiar golf commentators known from golf tournaments on TV. The viral clip promotes a campaign micro site where users have the opportunity to further engage by entering a competition, receiving golf tips from the pros, buy tickets to the Masters and book meetings with Nykredit.



Objectives and Strategy

With the viral “Street Masters” campaign, Nykredit aimed to raise awareness of the Nykredit brand, as well as activate their sponsorship of the Ladies European Tour tournament “Nykredit Masters” amongst a narrowly defined target audience of mature homeowners who plays golf. The distribution strategy focused on reaching local Danish contextual golf and sports sites, local golf clubs sites, golf blogs and activating them as advocates for the content. At the same time the content was also made available throughout larger Danish entertainment and video sites to secure broad reach amongst the internet audience. The viral campaign consisted of two different videos. One full version that was intended for contextual golf related sites, and one shortened version produced as a news story, which was intended for the more broad entertainment and video sites.

Results

The campaign was awarded the “best online campaign” at the 2009 Danish Internet Awards due to its effectiveness and creativity. To date, the campaign has delivered 157,673 targeted views, far exceeding the original target of 45,000 views in Denmark, the only target market. This corresponds to 350% of the guarantee. The video has reached 414 websites, among these there are many contextual golf sites, golf blogs and golf club websites where the content was very well received.

The viral campaign has accomplished the goal to connect with a very narrow and savvy target audience. 70% of the audience who watched the viral clip on the campaign site was above 35 years old. This disproves the common assumption that viral campaigns are primarily useful in targeting younger segments.

Watch the campaign at: <http://5x5m.com/lp/246/golf.html>

Campaign info

Client: NyKredit
Ad Agency: Club Viral
Launched: 11 July 2008
Market: Denmark
Target: 45,000 views
Target views: 157,673 views
Target reached: 350%



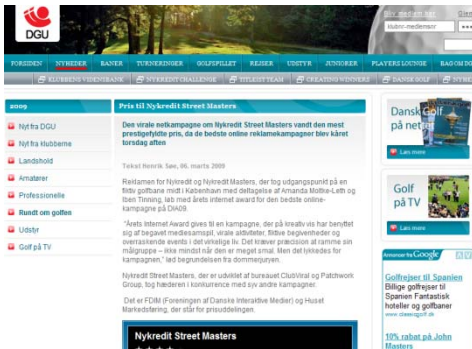
User engagement

The campaign was very well received on numerous Danish local golf sites, golf blogs and golf club websites as well as on several large entertainment sites. The success of the campaign is reflected in the high level of user engagement.



During the campaign period the video benefited from a good view-to-end rate of 66%, which is a result of good creative content and a successful contextual seeding strategy. The vast majority of Danish local golf websites, blogs and club homepages featured the content.

The placement of the content on the majority of golf related sites in Denmark furthermore resulted in a high amount of user comments. Many of these comments came from golf fans within Nykredit's core target group.



72% of the users who have watched the viral clip through the campaign micro site have talked to others about it afterwards. This figure is very high and reflects the great virality and user engagement of the campaign. Users on golf sites and blogs were generally very positive towards the video.

Summary

The campaign is an example of how a viral campaign successfully can be used in digital communication towards mature high-income segments. Due to the quality of the content and the success of the distribution approach – the campaign benefited from strong user engagement and delivered well above expectations.

GoViral distributes branded content in digital environments in order to create a unique online presence for brands. The idea is to take advantage of the inherent power of the internet and user's networks to launch branded content campaigns in the right surroundings where users are interested in engaging with the brand.

Our global Seed & Track solution and Goviral network helps marketers reach people globally in more than 80 countries. In all countries we distribute content based campaigns on local languages, on local sites and with local publishers. We bring branded content such as commercials, games, widgets etc. to places where people meet on the internet - creating high-volume, targeted and cost-effective branding campaigns.

International contact: Claus Moseholm - / +44 (0)791 294 8966
 United Kingdom contact: Claire Miller - / +44 (0)750 172 5643
 Germany contact: Stephan Schulte - / +49 160 9661 1377
 Nordics contact: Jacob Lachmann - / +45 29 68 08 48
 France contact: Olivier Pinault - / +33 620 497 018

9. September 2009

