

Street Heroes

In June 2009, HTC launched a viral campaign in UK, Germany, France, Spain and Italy for their new phone HTC Hero. The campaign featured three young men standing on a street corner in London. One of the men suddenly climbs a lamp post and jumps on to a rooftop. From the rooftop, the young daredevil then again jumps on top of a traditional red double-decker bus only to jump further on to yet another double-decker bus driving past him, he then skips down from the bus and runs off with his friends, who - from the ground - have watched the entire 30 second scenario with amazement. The incredible performance is recorded from two different points of views – from a first person view as “The Traceur” has a HTC Hero strapped to his head while performing, and from his friend’s phone’s street view.



The tagline for the viral campaign is “Street heroes” - based on urban sports parkour and free running. The viral clips are clickable and lead to a MySpace profile, which support the overall campaign.

Objectives and strategy

Over the last years HTC have gradually moved closer to a consumer brand position and the objective of the “Street heroes” campaign was raise awareness about the Hero as a phone and HTC as a brand in a way that would build aspiration. The content was therefore only branded subtly, and the tonality of the clip kept very un-corporate. The distribution focused on reaching a large number of smaller sites in the target markets, activating them as advocates for the content, while also making the content widely available on larger platform where video is viewed (Youtube, Myspace etc.)

Results

GoViral aimed to build up the campaign by launching the main cam video as the lead clip and launch the head cam as the second clip. This has worked well. The Youtube/Myspace channel strategy has also been successful and has created a strong platform for future “street inspired” HTC campaigns.

The campaign delivered 155% of the guarantee in target markets and 180% globally within the campaign period, but 10,000 to 15,000 views are still being added every day – indicating a strong interest in the content from users that continue to add value to the campaign in the months to come.

The video has reached 775 websites during the campaign period and is still adding 5-10 new sites to the campaign every day.

Watch the campaign at: <http://5x5m.com/lp/409/maincam.html>

Campaign info

Client: HTC

Launched: 30 June 2009

Markets: UK, Germany, France, Italy, Spain

Target: 833,334 views

Total views: +1,8mil

Target markets: 155% of target



User engagement

The campaign functioned very well in the social media space, reaching more than 15,000 Twitter users and over 140,000 views on Facebook on top of the successful organic channels on Myspace and Youtube. The campaign hereby authentically made use of major social media platforms such as YouTube, MySpace, Facebook and Twitter.



The campaign experienced a very high level of user engagement. The YouTube channel which accompanied the campaign was the center of the engagement. Intense discussions unfolded here and the clips were rated with an impressive average of 4,7

The channel became the #43 most subscribed in July 2009.

Besides the social media sites the campaign were seeded on both local and international video sharing sites, which generated more than 1,500 user comments across all languages.

The videos had a high play-to-end rate of **72%** within the target countries.



Summary

The campaign is a good example of a solid European video campaign, delivering well in all local markets as well as globally. Due to the content qualities and the distribution approach with central planning and local distribution - it has driven strong user engagement.

HTC have achieved all their overall objectives and have activated a savvy target audience across many social platforms – YouTube, MySpace, Facebook, Twitter, Digg - and more than 750 long tail websites across Europe.

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.

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