



A Case Study by:
Quasar Media Pvt. Ltd.
Case Study On: Motorola

Motorazr2 Launch SHARPER THAN EVER!

Interactive Medium used:

- Internet

Objective: To launch the latest mobile from Motorola's bouquet of world famous mobile phones in the Indian Market. The launch was divided in two phases - first phase created interest among users through interactive medium and the second phase showcased the mobile phone to the Indian audience through launch creative campaign.

First Phase:

- **Challenge:** First Phase focused on creating curiosity towards the product launch. The product being launched was an upgrade of the previous version on Motorazr mobile handset. The new mobile model has sharper features than its predecessor model. Sharper music, sharper camera, sharper mail, sharp internet browsing.
- **Interactive Solution:** Since the objective was to create curiosity amongst a fairly affluent, gizmo friendly, upwardly young audience, teaser creatives were chosen to execute this campaign. Campaign was launched on the web, and on-ground to synchronize the teaser activity.

- Online Solution: Campaign Planning, Innovative Creatives and Media Highlights

o Campaign Planning & teaser creatives:

- 🕒 Keeping in the mind the single point focus of launching an upgraded version of a model which was already a very popular one within the audience, objective was to make user switch to the new model instantly on its launch. The teaser banners were developed on the concept 'Sharper than ever'.
- 🕒 To extend the media reach of the campaign, the teaser banners were launched on four most famous web portals in India on one single day. The banners were highly innovative and engaging to bring the proposition to life.

Media Highlights

- ⌚ Synchronized outbreak on all the major portals: The Internet campaign was launched on 24th August 2007 on the home pages of mass portals (which enjoy a combined reach of almost 80 % of the Indian audience logging on the internet on a particular day). The launch campaign was an internet media coup of sorts. The creatives itself were one of the first of its kind used for a product launch. The objective was to make the product appear as the sharpest object and so the creative rendition was in sync with it. The animation starts with a copy reading 'Dangerously Desirable' & 'Sharper than ever'. Thereafter, a sharp razor like image animation 'Z' appears from behind the content on the home page, cutting the page in between and leaving a message 'are you ready for Razr2 experience', the sound effects in the background enhance the experience of the animation. A click on the banner takes the user to a landing page which was specially designed to spread the launch date with a message 'launching on 27th August'. The same animated effect was displayed in the landing page also.



msn.co.in
[Check Link](#)



indiatiimes



Zapak
[Check Link](#)



Yahoo.co.in

Properties used for the first time in any online Campaign:

- msn - Over the page banners with content cutting effect
- Indiatimes - Site Capture page cutting with a frame spot at the bottom
- Zapak - First time ever shosh activity on their site
- Yahoo - Home page floating ad

The impact through size and visibility of these properties across the main portals made the Motorazr2 campaign an instant hit and a talking point in media circles. The response on day one itself was very promising with over 75,000 users clicking on the teaser banners.

First Phase Campaign Results

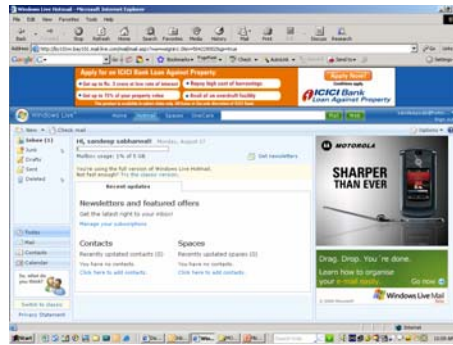
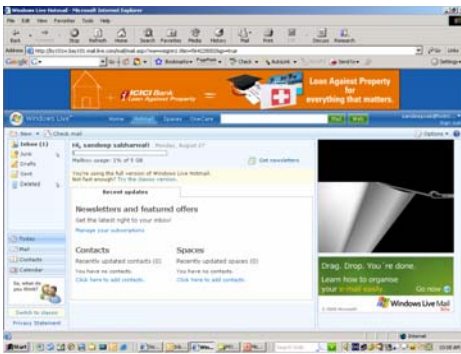
- **Exposures:** Around 3 Million Exposures in one day alone
- **Interactions:**
 - 🕒 Over 75,000 interactions (Initial Response)
- **Media Used:** msn.co.in, Yahoo.co.in, Indiatimes.com, Zapak.com
- **High points:** All media properties also gave above normal CTR's, specially Zapak.com which gave an unbelievable CTR of 17.45%.

Second Phase

- **Objective:** The second phase clearly chalked out the objective of introducing the product to the audience through brand building across media properties and maximizing interactions.
- **Media Highlights:** The launch phase saw a multi media campaign across the internet, TV and OOH. The launch banners were also created keeping in mind the message 'sharper than ever'. A second time page cutting banner on msn, the other banner copy started with a mobile phone cutting the banner from the centre and then revealing the new phone from behind. Apart from expandable banners & video ads, messenger text links were also served specially targeting to desired audience on chat messenger. The Campaign yielded results that were almost 100 % more than the expected, because of quality of good creatives & a combination of Video Ads with other activities.



msn.co.in
[Check link](#)



Properties used for Launch banners during the campaign:

- msn - Over the page banners with page cutting effect
- Yahoo - Page tear, mail web block, messenger banner
- Indiatimes - homepage banners : [Check Link](#)
- Zapak - Banners across the site : [Check Link](#)

Second Phase Campaign Results:

- Exposures: Around 40 Million Impressions
- Interactions:
 - 🕒 300 thousand interactions (Initial Response)
- Media Used: msn.co.in, Yahoo.co.in, Indiatimes.com & zapak.com (Instead of going too thin on media, the strategy was to concentrate on 4 Mass Portals and reach maximum users. These portals cover almost 80 % of mass Indian internet audience).
- High Point: over the page banners & Video Banners did exceptionally well for the campaign.

INNOVATION IS THE WORD OF THE DAY

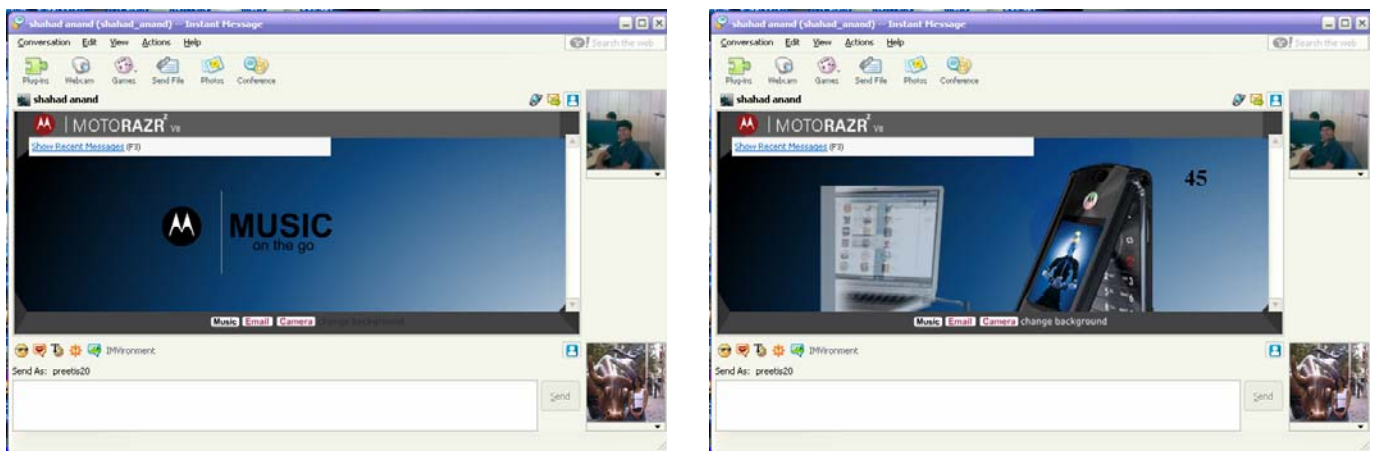
Winamp skin -

For music lovers, a win amp skin was developed with the exact look & feel of the actual mobile handset. The music player could be used in three different modes a bar mode, flip open mode & flip closed mode. The music buttons were developed exactly as they were on the mobile phone. This was a first of its kind activity in India done by any company, associating the brand with a world famous music player, it was an instant hit within the win amp users.



Yahoo Messenger Imvironments (IMV's)-

For the world's most used chat messenger the yahoo messenger, a special IMV skin was developed in sync with the mobile brand. Three mail functionalities of the phone music, mail & camera were displayed in a first time ever created property in India. More than 65,000 users downloaded the IMV & used it as their chat skin.



Special product reviews were also done and posted on famous portals announcing the arrival of the new model. Overall the campaign achieved more mileage than expected and the product was a hit in the masses.

End of Case Study

Some Other Work done for Motorola



MotoPebl

Make a Wish : [Check Link](#)

Banner Ad

[Check Link](#)



Motorola Demo

[Check Link](#)



Motostar

Banner Ad : [Check Link](#)



Motorola - Accessories

Webisode : [Check links](#)