

CASE STUDY: 'CHICAGO BLUES'
CLIENT: SINGAPORE AIRLINES / TIME WARNER

Type of work: **Viral Marketing**

Business objective: **Database Acquisition / Brand Awareness**

Client location: **Singapore**

Audience: **Global**

Language: **English**



The Web Guru Factor

In 6 weeks, this campaign generated over 365,000 sign ups, with 1.5 million branded e-cards opened by recipients.

The Challenge

As part of an extensive cross-media campaign to promote the launch of a new route to Chicago, Singapore Airlines required an online promotion that would increase the exposure of the new service beyond TV and print advertising, yet be more effective than standard banner advertising online.

The client was open to including an element of fun in the promotion, but not at the expense of losing sight of the main message - the new service to Chicago.

The Solution

Web Guru Asia proposed and created an online viral competition, in which entrants were invited to send branded e-cards to their friends to receive a chance to win prizes. Because entrants had a better chance of winning if they sent more e-cards to their friends, the incentive was to send more e-cards, and so spread news of the promotion both further and more effectively.

The competition microsite utilised two dedicated servers and included an Administration Platform for the client to monitor real-time performance of the campaign via the Web.

The Results

By the end of the eight-week campaign, the system had logged 1.5 million Chicago-branded e-cards as picked up (i.e. the promotion message had been viewed by the recipient) and the database contained more than 365,000 entrants from over 200 countries.

80% of these entrants had opted to receive more updates from Singapore Airlines in the future, leaving the client with a large and receptive audience for future promotions.

Awards

The Time Warner / Singapore Airlines 'Chicago Blues' campaign received the following award:

Best Integrated Campaign in Asia-Pacific
Gold Award from Media Magazine, 2001