

SUPER INTEGRATED

GOAL:

Super, the prepaid sim-card was old, tired, uncool and going nowhere. The client gave a strict task to wipe off the dust, make it cool, get people to talk about it and create a campaign which would go viral to the max.

EXECUTION: The centrepieces of the campaign were Autotune-videos, which were shown on TV and turned viral online.

During the campaign we produced three autotune ad-clips:

Nii ilus (So beautiful) - http://www.youtube.com/watch?v=_Pv1kZ6mMFg

Hurraa (Hooray!) - <http://www.youtube.com/watch?v=yybshP1uE4I>

Tehti ära (Done!) - <http://www.youtube.com/watch?v=qmZHq0UTFYw>

We delivered the message of the cheapest prepaid sim-card across a number of channels that would not fit into 120 seconds: Outdoor, banners, Facebook campaigns (we've got over 50k followers), changing booths on beaches, toilet doors, hangers in second hand shops, ads on public transportation, etc. Additionally, we conducted a Facebook campaign, where we flattered competing Smart and Zen clients to switch to Super, with competitors' money! One could order a Super starter-kit via SMS which cost 0.96€ and was deducted from their Zen or Smart prepaid credit. Plus, we made longer party hits of the Autotunes for DJ-s:

<https://soundcloud.com/superkonekaart-1/super-autotune-ma-u-tlen>

<https://soundcloud.com/superkonekaart-1/super-autotune-nii-ilus>

RESULT: Super Autotune ads became extremely popular amongst youngsters.

Today we can safely say that the **Autotune ad-series went as viral as no Estonian ad before**. During the campaign period the three ads gained more than 255k views on Youtube. Fans of the Autotunes made tens of remakes on their own, which in turn got 143k views. DJ-s played the long Autotune dancehits in nightclubs and radiostations out of their own initiative. Fans created an Android app called "Nii ilus" ("So beautiful"), we got loads of free media coverage and different TV and radio hosts called out the ads as most memorable and best in the last years (Ärapanija – prime time talkshow; Sky Plus – one of the leading radio stations; Marko Reikop – well-known TV host on Estonian Public Broadcasting, ERR; and even a theatre play in Tallin City Theatre mentioned Super prepaid)

REASONS FOR SUBMISSION:

The most viral campaign in Estonia / An unseen creative solution for TV / Increase of turnover by 53% / Increase of recognition by 94%!