Profile

Team Name : Xense

Campaign name

Penny

Campaign background

Our premise is simple.

"Reward people for viewing ads."

The brief wanted people to appreciate the importance of online advertising.

But, there are valid reasons for using adblockers.

Things like information privacy and malware.

Even if you understand that advertising pays for content, your online safety is always going to be more important.

You're not going to feel very appreciative when your computer stops working.

Instead, you might just feel taken advantage of.

People are going to need an incentive.

So we reward them for viewing ads.

Our concept is to use the analogy of collecting pennies in a jar.

Its something that everyone fondly remembers doing as a kid, one way or another.

When you view an ad, you get a virtual "penny" in your "jar."

When the jar is filled, you win a prize.

Something like free access to paid content and gift cards.

Then the jar empties and you start collecting again.

It's called Penny.

We're positioning it as an alternative to ad blockers, so we go after their market.

Who's the biggest kid on the adblocking block? Adblock.

That gives us an even clearer objective: get Adblock users to use Penny instead.

We have a great USP: Penny gives, Adblock takes.

So our strategy is clear: communicate our USP to Adblock users.

By giving something back, we can rebuild the trust lost between users and content providers.

When successful, we will see millions of people switching from ad blockers to Penny.

There will be more brand engagement, as viewing online ads will become a more positive experience.

However, our campaign is dependent on two things.

We need sponsors with worthwhile rewards.

And we need peoples' computers to still work well once they've disabled their ad blocker.

Prioritized objectives

Encourage users to not block online ads by rewarding them for viewing ads.

Target Adblock users by encouraging them to use Penny as an alternative.

Capture market share from Adblock.

Proposed strategy & tac

We want to convince Adblock users that they should be earning rewards through viewing ads instead of blocking them.

That makes Adblock's largest UK demographic, males aged 18 – 25, our target market.

They are tech-savvy and informed about online safety, but most are too lazy to whitelist websites.

They are heavy users of social media and consume vast amounts of online content.

They engage well with positive, interactive campaigns and share them with friends.

Our strategy is to communicate our reward system to the target market.

Our sponsors will advertise Penny when they ask users to disable their ad blocker.

We will launch Penny with an ambient media promotion that gives out prizes, and use social media to make the campaign viral.

Providing incentives for viewing adverts will naturally induce many people to disable ad blockers and view more adverts.

We will be able to measure our success by the number of people who use Penny, and the market share we capture from ad blockers

Creative brief

We want to communicate that consumers are missing out on rewards by blocking adverts.

Our target market feels abused by online advertisers. By giving something back we will restore trust between consumers and content providers.

Our target market is inspired by new technology, and will appreciate the simplicity of Penny.

As many people within our target market will be on middle to low incomes, they will be interested in accessing content for free.

Creative execution

Whitelisted websites will display Penny banners that encourage you to try it.

Blocked websites will display Penny banners when asking you to disable Adblock.

We will promote Penny with an ambient and viral campaign, by creating Penny "vending machines`` that give out rewards for watching an advert on the machine's screen.

These will be placed in major shopping centres.

The rewards will be coins with codes to immediately access some of the prizes you could earn with Penny.

We will spread videos of consumers' reactions on social media, generating a buzz around the reward system.

Media plan

Penny will run as a plug in for all Internet browsers.

It will be used instead of Adblock.

Firstly, ambient media will be used as part of the promotion for the campaign.

Content providers will sponsor the event.

Penny will be advertised on platforms that millennials frequently use and will be placed on whitelisted websites.

Social media marketing is the main premise that we will use for advertising.

88% of millennials get news from Facebook and 83% from YouTube so these will be two of our main platforms.

Suitable measures for assessing the proposed campaign's success

Measure the total visits to www.penny.co.uk by using pay-per-click.

Use channel specific traffic using google analytics, this will be a useful tool for measuring where the traffic is coming from. It will make it easier to know whether our ads are on the right platforms.

Monitor how many digital pennies are earned in the first month

Additional information

Here's the link for our video:

https://youtu.be/Y1nDat_HFXY

Campaign summary

Get rewards for watching ads.

Media

- Penny_MainVideo.mp4
- Media_01_ForbesLandingPage.jpg

- Media_02_AmbientMedia.jpg
- Media_03_FacebookBanner.jpg
- Media_04_IMDBSkin.jpg
- Media_05_TheGuardian.jpg
- Media_06_Youtube.jpg
- Media_07_Website.jpg