

WPPED CREAM 2008

MEDIA | HIGHLY COMMENDED | MINDSHARE TURKEY
TURKCELL | PUFF PODS

INNOVATIVE MEDIA STRATEGY

Turkcell-im (translated as my-Turkcell) is the Value Added Services portal of Turkcell, where users may find mobile contents such as games, wallpapers, pictures, videos, etc. under one roof.

The aim of the campaign was formulated as “to increase the awareness and usage of the Turkcell-im WAP portal through communicating the variety of VAS services available through Turkcell-im in an innovative way in line with the service’s digital nature”.

Thus, the OOH media executions were modified to include digital elements in order to break away from the traditional monologue nature of OOH communication, and translate the communication into an effective dialogue between the media and the audience.

CREATIVE EXECUTION

The 6 busiest spots in Istanbul were branded by Turkcell-im by placing PUF! meeting points, i.e. points where people could spend quality time while waiting for their friends to arrive. These points offered the passers by a place to rest, as well as luring them into the entertaining world of Turkcell-im by offering them the possibility to try out the services for real. This is the first and only multifunctional OOH media execution ever done in Turkey.

- The interactive elements of the PUF! meeting points included an embedded jukebox which worked via SMS commands. The mechanism demanded the user to enter the WAP portal of Turkcell-im in order to request the song from the jukebox, as well as allowing the user to download the song onto their mobile device.
- The second interactive element allowed the audience to photograph themselves with the Bored Man (the mascot of the campaign) and send the photo via MMS for free onto the my-Turkcell-im photo sharing website.

TARGET AUDIENCE

15-25 urban mobile phone users.

EFFECTIVENESS

- Interesting and innovative media executions, combined with high visibility and effectiveness, made sure that the Turkcell-im WAP portal received as many as 6,000,000 unique users in the first few months after launch. 14,000 download from the puff meeting points.
- This campaign became the first in Turkey, and, as far as we know, the only one in the world to combine all OOH disciplines under one roof in such an innovative and interactive/multifunctional way.
- Most importantly, the interactive OOH elements of the campaign, pioneered by the PUF! meeting points, proved for the first time that OOH can indeed be a multidimensional media offering dialogue, as opposed to monologue, to the target audience.