

FireFly Group „Komunikatesy”

FireFly Group Christmas self promotion using a mechanism of integrated communication through online and offline channels

CLIENT: FireFly Group

THE NAME OF THE PROJECT: Komunikatesy

BRAND: n/a

MEDIA: Internet, BTL

THE TYPE OF THE PROJECT: Integrated communication using online and offline marketing activities

- RANGE OF SERVICES:**
- › Development of Christmas action mechanism;
 - › Design and production of a card/template in a special form enabling a recipient to get the code needed to log-on at a dedicated website;
 - › Creation of the dedicated website www.komunikatesy.pl;
 - › Design and production of Christmas gift boxes;
 - › Design and production of the card with Christmas wishes (offline);
 - › Design and production of Christmas gifts (Christmas biscuits);
 - › Making a movie and uploading it on the dedicated website;
 - › Database management.

01.

INTRODUCTION:
– „KOMUNIKATESY”

Christmas gift action
organized for FireFly
Group Clients based on
Marketing 2.0 concept.

2008 was a rebranding year for FireFly Creation. The agency that specialized in the new media turned into the integrated and interactive communication one. To point out this important fact and express our ideas we decided to plan a special Christmas gift action for our Clients.

Our main objective was to create a Christmas gift that would be completely different from other, standard ones such as a bottle of wine or a box of chocolates. Thus, the Komunikatesy idea - new forms of communication giving recipients an opportunity to define their shapes. Who would even imagine that the communication effectiveness may be measured by its taste...

02.

ACTION:

Stage I - teaser:

Clients got mysterious
cards/templates
necessary to take part
in the Christmas action.

We have sent specially designed mysterious gift cards/templates to our Clients encouraging them to take part in the Christmas action. There was a hint on each card directing the recipient to visit the dedicated website with detailed instructions telling what to do next.

Each card had a unique code, which in our database was assigned to a specific Client. This way we could not only track the activity of each participant's actions, but also personalize the communication through the website.



Stage II - interaction with the recipients:

Together with the cards sending we have launched a dedicated website www.komunikatesy.pl

At the same time we have launched a dedicated website www.komunikatesy.pl. To enter it the recipient needed a password and the only way to get it was by placing the card/template in the right way on the computer screen. The password was: 'firefly'.



Klienci otrzymali „kartki”/szablony przesłania, tradycyjną pocztą. Na szablonie zostały umieszczone unikalne kod oraz wskazówka kierująca www.komunikatesy.pl



Na stronie głównej umieszczony został ciąg ikon, tworzących kóło oraz okno logowania.



Po przyłożeniu szablonu do ekranu monitora Klient odczytał hasło: FIREFLY.



Każdy załogowany Klient mógł wybrać – swój ulubiony kształt: Czego? Tego nie zdradzaliśmy! Umieszczony na stronie.



Tuż przed świętami każdy Klient otrzymał pudełko. Wewnątrz znajdowały się ciastka w kształcie, który uprzednio wybrał Klient. Do pudełko dołączona została kartka ze świątecznymi życzeniami i zaproszeniem do ponownego odwiedzenia strony.



Na stronie www.komunikatesy.pl Klienci mogli obejrzeć filmik zrealizowany podczas pieczenia ciastek przez pracowników agencji.

After giving the right password and login (unique code from the card) the recipient could enter the website. There were 3 different shapes appearing on the computer screen: the shape of integrated communication (a cloudlet), the shape of interactive experience (an arrow) and the one symbolizing positive emotions (a heart). After choosing one of the shapes each recipient got the information that the chosen shape will 'acquire taste' just before Christmas. The recipient was then being redirected to FireFly Group website.

Thanks to individual codes we could personalize the communication - our system was recognizing all recipients by their names.



Stage III - delicious final:

Clients got our specially designed boxes with Christmas cards and biscuits inside.

The 3rd action stage took place just before Christmas. Each Client got our specially designed box with a Christmas card and biscuits in the shape chosen on the website beforehand. In case of the situation in which the recipient didn't make a choice himself, he received a box with the card and biscuits in the shape that we have chosen for him. The important thing was that all shapes (a cloudlet, a heart and an arrow) were symbolizing communication.



We encouraged our Clients to visit Komunikatesy website again on which this time they could find a short movie presenting the whole action from our side and precisely see the agency team making Christmas biscuits. We wanted to emphasize that the biscuits were made for each Client taking into consideration their choices of shapes.



05.

ACTION SUMMARY:

In accordance with Marketing 2.0 concept we used different communication channels in the action.

The action's objective, apart from sending traditional Christmas wishes, was to demonstrate new ideas of FireFly Creation agency, which are based on the concept of marketing 2.0 - the kind of marketing that involves recipients and makes them respond. The action was planned the way that the recipient could have influence on its final result. Christmas context and the unusual form of communication gave us an opportunity to express our ideas in a non-standard and very effective way.

In accordance with Marketing 2.0 concept we used different communication channels combining the Internet, traditional mail and confectionery 'tools'. We have created an integrated communication, engaged the recipients and gave them a unique opportunity to choose the shape of Christmas gift.

The positive feedback from our Clients convinced us that the unconventional actions and integrated activities make an effective tool of communication, giving a chance to be noticed among other, less expressive marketing activities.