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Case: Hop in the Sky

Campaign title: Sony Ericsson Hopper Invasion
Advertised Product(s): Sony Ericsson Satio™ and Sony Ericsson Aino™
Period: 07. November 2009 – 15. December 2009
Creative Agency: bplusd interactive GmbH

Initial Situation & Task:

For the launch of the new phones Satio™ and Aino™ as well as the launch of the new CI, Sony Ericsson started a Europe-wide campaign titled „Hopper Invasion“. Based on the global model, the campaign idea was to be implemented for the German Market in an innovative and eye-catching manner. The goal: spark enthusiasm for Sony Ericsson within the target group (Experiencers) by using unique and creative means of communication and establish the new mobile devices on the German Market. The 1970ties „Space Hopper“ was chosen as the central visual element of the campaign and provided a central theme throughout all media coverage.

Communication Strategy:

The basic idea of the German campaign was to directly and actively involve the selected target groups in the campaign. The campaign website www.hopper-invasion.de served as the central platform, where the user would directly participate in the circulation of the Hopper Invasion and thereby become emotionally attached to the marketing campaign.

Implementation:

Through the campaign website the user was enabled to dispatch a Hopper as a real balloon and thereby influence the expansion of the Hopper Invasion throughout Germany. A peculiar characteristic of this operation was the production and dispatch of the balloon, which was produced daily in a secret „Hopper Factory“ from 12:00h to 20:00h and dispatched by a Hopper Invasion Team in real time! Utilizing two Live Cams, the user could follow the step-by step production and dispatch of his personal Hopper Balloon through the campaign website. Every sender and finder of a Hopper Balloon automatically participated in a raffle: a greeting card could be filled in online by the user, which would be printed out and attached to the balloon by the Invasion Team in real time. Next to the personal message a voucher code was attached to the greeting card which could be entered by the finder on the campaign website to participate in the raffle alongside the sender.

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