



PROJECT TITLE:

LOOK FOR LONGER

Category: 10 External Communication Design

Client Company: CBS Outdoor

Design Consultancy: Clinic

Date: 27th June 2013

SECTION 2:

EXECUTIVE SUMMARY

In the autumn of 2011, **CBS Outdoor** redefined its brand proposition to better articulate the differences between it and its competitors. The brand proposition became 'engaging urban audiences' with an 'extended engagement' media offering.

'Extended engagement' refers to the prolonged average dwell time at its media locations, and the fact that often a campaign is seen at its source and then its message is acted upon at a later date (via a URL for example). This is something which offers advertisers a deeper level of audience engagement, recall and interaction.

This change called for a campaign to fulfil clear objectives:

- to fix this new proposition in the minds of potential advertisers by demonstrating what 'extended engagement' meant in practice
- to provide concrete proof that extended engagement could deliver what it promised

The 'Look for Longer' viral campaign hit both of these targets with its cryptic poster challenge. Launching on October 1st 2012 across 50 London Underground 48-sheet sites, consumers were prompted to complete the challenge online via a URL, and share the campaign clues via #lookforlonger, a hashtag which also acted as a B2B timestamp so the buzz around the campaign could be tracked in real time on a day-to-day basis.

But could an outdoor campaign really integrate with social media in a measurably successful way? This campaign would provide the answer... a resounding 'yes'.

Key Results

- 297,205 unique visits to the *'Look for Longer'* site
- 66 minutes average dwell time
- 12,119,901 answers submitted
- 170 countries reached
- Over 7,000 posts in social networks (not including Facebook)
- Over 103,000 visits via Facebook
- 99.8% positive conversation on social media



SECTION 3:

PROJECT OVERVIEW

OUTLINE OF PROJECT BRIEF:

CBS Outdoor repositioned itself as the way to **'engage urban audiences'** and using its own media channels (London-wide 48 sheets) it wanted to drive extended engagement, highlighting the benefits that longer dwell time offers advertisers.

The objectives that Clinic were set:

- Demonstrate consumer interactivity with CBSO media and the power of dwell time
- Demonstrate how CBSO media can drive and amplify social activity
- Create PR, noise and a sales-focused case study that can prove delivery of the above

DESCRIPTION:

CBS Outdoor is a leading Out-of-Home media company which specialises in engaging audiences for leading brands. As such it was an unusual step for the company to communicate directly with members of the public, but in order to demonstrate extended engagement, it needed to create something which the audience would enjoy interacting with.

OVERVIEW OF MARKET:

The landscape for the campaign was busy and competitive. It would appear on London Underground cross-track 48 sheets, where it would enjoy longer than average dwell time for Outdoor (c. 3 minutes) whilst passengers waited for trains. However it would

also be competing with some of the UK's heaviest advertising brands including Sony (advertising the new Bond release Skyfall), Santander, and Virgin Atlantic.

But perhaps the biggest challenge the campaign faced (and the biggest feather in its cap if it overcame it) was that the main call to action was to go online. With these posters appearing on the underground, potential participants would need to have pre-registered with the in-station WiFi provider, or would have to wait until they had moved above ground again. If the campaign succeeded, it would demonstrate that these people had engaged with it well beyond the time they were physically standing in front of it.

PROJECT LAUNCH DATE:

October 2012



SECTION 3:

PROJECT OVERVIEW

OUTLINE OF DESIGN SOLUTION:

Clinic developed a puzzle featuring the names of 75 well known London Underground stations visualised cryptically. The extended engagement was the perfect time for consumers to see if they could identify them - and prove it by entering the online competition.

The key visual blurred the lines between fantasy and reality. At first look it was a busy London street on an attractively sunny day. But look for longer and the more surreal elements began to catch the eye. The idea was that people would begin trying to make sense of the scene from the first second they saw it.

To ensure sustained interest it was imperative that the clues were of varying degrees of difficulty: from the relatively obvious 'Elephant and Castle' through to the more challenging 'Parsons Green'. This was essential in order to keep people playing - to continually reward them for their effort. There was also a strong sense of humour to the image, including a literal red herring.

Once the key visual was created, it was applied across 50 London Underground 48-sheet sites and key sites within Stratford City Westfield (which included interactive Blippar technology to further extend consumer engagement), all linked to a competition website.



SECTION 4:

SUMMARY OF RESULTS

The original idea was to begin with an unbranded teaser: the full visual with **#lookforlonger**, the URL and launch date being the only messaging.

But the campaign immediately caught the attention of the hyper-connected London audience which spread the word worldwide, whilst online communities began forming to work out the answers together. As a result the fully-branded poster and website were launched two weeks ahead of schedule.

LOOKING AGAIN AT THE OBJECTIVES SET FOR THE CAMPAIGN:

- Demonstrate consumer interactivity with CBSO media and the power of dwell time:
 - 578,777 total hits to site
 - 297,205 unique visits
 - 66 minutes average dwell time
 - 12,119,901 answers submitted
 - 170 countries reached



SECTION 4:

SUMMARY OF RESULTS

- Demonstrate how CBSO media can drive and amplify social
 - Over 7,000 posts in social networks (not including Facebook)
 - 6.7 million opportunities to view campaign content
 - Over 103,000 visits via Facebook
 - 99.8% positive conversation
 - 97 forums and 46 blogs featuring Look for Longer
- Create PR, noise and a sales-focused case study that can prove delivery of the above
 - See all of the above

OTHER:

- Total social Earned Media: £238,619
- Total PR Earned Media £65,657
- Total Earned Media: £304,276

And importantly,

- YOY 48-sheet sales were up 24% in January

However, the campaign also generated some unexpected results. Firstly, it helped to give the industry greater insight into the Outdoor offering, demonstrating that it is a natural catalyst for social conversations and sharing.

And secondly, it elevated CBSO's position in the industry. With this campaign the company proved itself to be innovative, interesting and audience-focused - qualities which helped it to stand out for other potential advertisers.

Anecdotally, the campaign created an increased level of interest in CBS Outdoor with more meetings being arranged by media agencies keen to speak with CBSO about its offering. This is hard to quantify but can be backed up by the YOY increase in sales of the 48-sheets space mentioned above.



SECTION 5:

OTHER INFLUENCING FACTORS

To support the 48-sheets, a competition website was built. This duplicated the key image but was interactive so that consumers could enter their answers and see if they were correct.

In addition to the 48-sheets across London, CBS Outdoor sent out a press release to generate coverage in London-based and national papers (including Metro, Evening Standard and the Sun).

Further to this, the hashtag and scene were sent out to key bloggers before the campaign went live across London Underground to drive interest and create some sharing-momentum.

Although each of these undoubtedly had an impact, it was the design of the poster and its built-in shallow learning curve which kept people engaged with the clues long after they had first encountered it.



SECTION 6:

RESEARCH RESOURCES

RESULTS PROVIDED USING:

Womtrack (1000 heads social media listening tool)

AVE

CBS Outdoor Revenue information

Google Analytics

1000 heads website backend monitoring

