



JUMP IN!

The power of play

Industry sector

Media Services

Client

Pearlfisher

Design consultancy

Pearlfisher

Date

June 2015

FOR PUBLICATION

EXECUTIVE SUMMARY

As a leading creative agency, Pearlfisher is renowned for championing creativity in incredibly diverse ways. This past winter, the agency wanted to take its philosophy to new depths. Jump In! was created as an alternative to the traditional creative agency Christmas greeting and as a way to help spread festive cheer using the power of play to inspire clients, reinvigorate staff, drive creativity and to raise awareness of Pearlfisher. Substantial objectives for the initiative were set, but like any good Christmas miracle, the reaction to Jump In! was beyond anything Pearlfisher could have imagined.

Generated over
15,000
booking requests,
98% above
objective.

Resulted in
over 50
inquiries for
expanding
Jump In!
globally

Resulted in
**International
press,**
across print, online and
radio including NBC, CNN,
Huffington Post, The Times
and The Independent.

Received
over 750,000
shares on social
media

**Exceeded
charitable
donations**
objective for charity
partner, Right to Play by
600%

Had to be
extended 2.5
times to
accommodate
demand

Brought in
**5 new
projects**
resulting in 15%
increase in annual
revenue

Created
a potential
secondary annual
revenue stream for
Pearlfisher worth up to
£2.5m

EXECUTIVE SUMMARY CONTINUED

What started as a local initiative quickly became an international phenomenon that spanned generations and cultures. By providing audiences with an unusual experience that tapped into our innate desire as humans to play, Jump In! grew to represent so much more than Christmas cheer: the installation became an instigator for creative thinking, a channel for charitable giving, a driver for brand awareness and a case study in the power of play.

Although not the original intention, Jump In! touched the heart of the local community and inspired communities on a global scale. The installation brought fun and joy to thousands and acted as a catalyst for Pearlfisher's thought leadership in the field of work and play. The installation was so successful, the agency is now responding to demand to bring the experience to four other countries around the world in 2016, as well as to install temporary pop ups in major institutions including galleries, museums and hotels.

Word count: 237



"Jumping in the pit is not only the occasion to support the work of a great charity, but also to disrupt our routines and do something that feels good, in more than one sense. The design of the pit, wide, open and very white gave us a different sense of space and time. On top of making us feel

more active, creative and inspired

the whole experience was very relaxing as well".

ThePinkPony.com

PROJECT OVERVIEW

Outline of the brief:

Agency Christmas cards are often the subjects of great debate; they are both an opportunity for agencies to show their creative prowess and a challenging task, requiring teams to one-up themselves – and their competitors – year after year. And so, in 2014, Pearlfisher decided to do something tangibly different.

The brief was simple: to create a new experience around Christmas that would differentiate Pearlfisher from their competitors, shake up the staid agency standard for Christmas greetings, showcase Pearlfisher's unique philosophy around creativity, raise awareness for the power of play and spread cheer in an unexpected way.

Objectives:

- Spread Christmas cheer and make people smile
- Raise awareness for the transformative power of play in driving creativity
- Excite Pearlfisher's clients
- Interact with Pearlfisher's audiences in a new way
- Inspire Pearlfisher's team
- Drive Pearlfisher's reputation
- Provide an unexpected experience for attendees
- Challenge the perception of agency Christmas cards
- Use the initiative to support a charity partner

**“Jump In!
bridges the gap
between childhood
and adulthood.”**

NBC News

PROJECT OVERVIEW CONTINUED.

Description:

Known for creating impactful brand experiences for their clients, Pearlfisher is the definitive creative partnership, helping clients solve problems and enact change through three disciplines: Design, Strategy and Futures. Using knowledge across these three areas, Pearlfisher saw an opportunity to disrupt the traditional agency Christmas greeting, creating a genuine experience that could resonate with audiences everywhere and, in doing so, drive their reputation for unexpected and original creativity.

- Inspired by Pearlfisher's Futures studio's research into the importance of play in the workplace and in driving creativity, play needed to have an integral role in the experience.
- Pearlfisher's Design studio wanted to create something that was visually impactful and represented Christmas in a way that was ownable but unexpected.
- Lastly, Pearlfisher's Strategy studio knew that Christmas isn't just about fun, it's about community and the importance of giving and sharing.

With each studio's goals in mind, the overarching objective was to cut through the clutter of stagnant Christmas communications and create something impactful and memorable that would channel the festive spirit through play.

Jump In! was the result: an immersive installation that captivated audiences around the world, celebrated Christmas in a new way and promoted a sense of togetherness across ages, demographics and cultures.

"Jump In is such a simple idea, and yet it manages to be extraordinarily fun, charitable, and indulgent all at once."

Grazia

PROJECT OVERVIEW CONTINUED.

Overview of market:

As creative leaders, agencies across categories set the standard for creative expression. And somehow the “Agency Christmas Card” has become the pinnacle of demonstrating such expression every year. As Digiday puts it,

“ **The holiday season is the time agencies pull up their socks, put on their combat boots and prepare for battle — not to outdo each other on any actual campaigns but rather through their personalized ‘holiday cards’.** ”

Year after year a new selection of witty videos, memes and branded items are sent out to clients with expressions so ingenious and wild that clients can’t help but remember them the next time a brief hits the table.

But Pearlfisher felt a growing disparity between the true meaning of a Christmas greeting and the rapid proliferation of self-indulgent agency shenanigans. Rather than add to the growing din, Pearlfisher wanted to create a Christmas greeting that was not only memorable to clients but that was also meaningful to the local community, realigning the agency’s efforts with the true spirit of Christmas. It was essential that the resulting expression hold true to Pearlfisher’s philosophy of “designing for good” and also serve as a challenge to create something that expressed their unique approach to creativity and their fearless approach to design.

Word count: 578



OUTLINE OF DESIGN SOLUTION

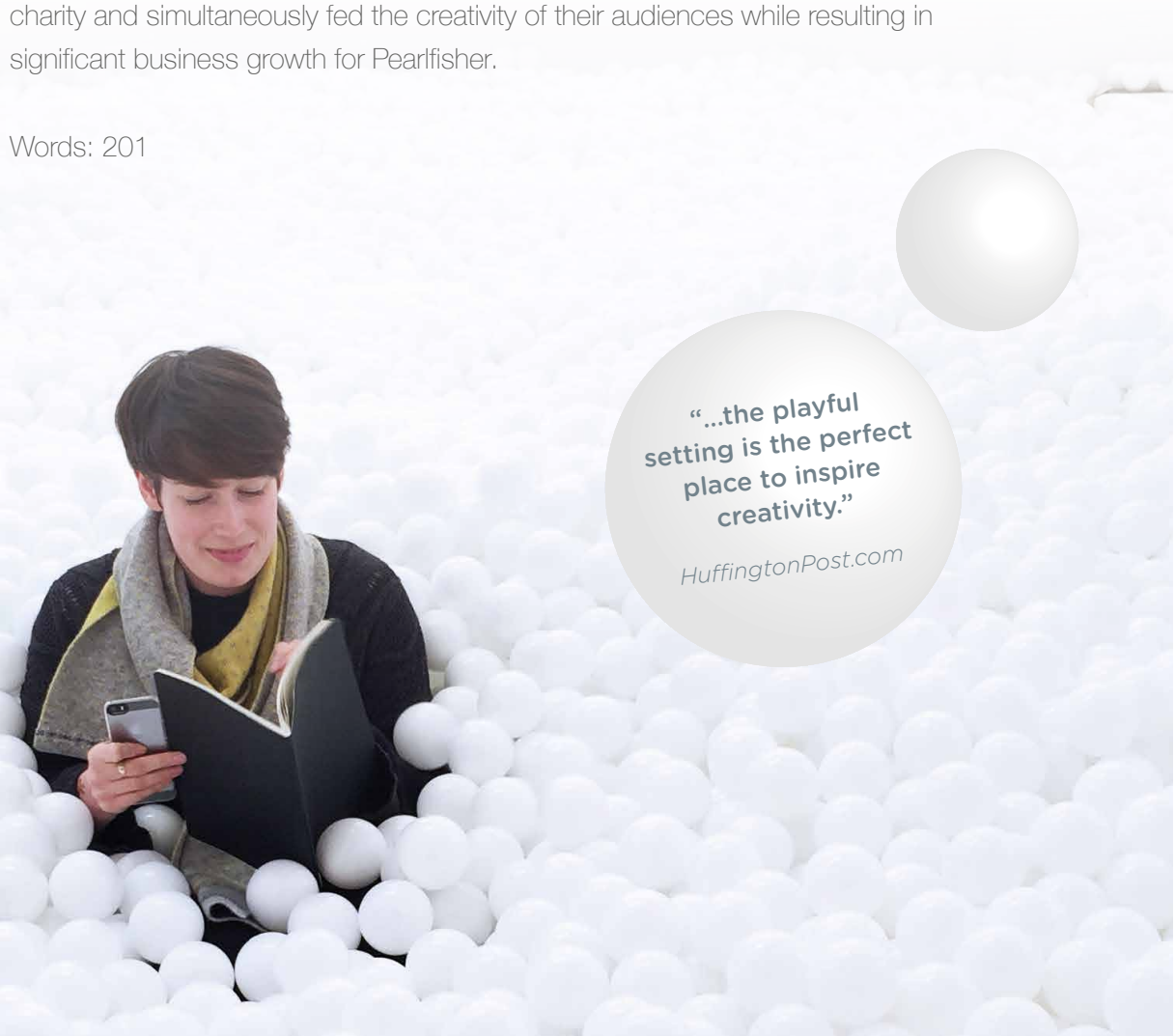
At its core, Jump In! was about driving creativity and celebrating positive human connections through the power of joyful play.

To help raise awareness of the power of play and to champion creativity in a holistic way, Pearlfisher transformed their studio gallery into an immersive art installation like no other. A snow-white playground of 81,000 motion sensor and soft white balls came to life and attendees of all ages were invited to Jump In! and experience the power of play first hand.

Pearlfisher wanted to use Jump In! to support a charity partner. Known for championing the transformative power of play to educate and empower children facing adversity, Right to Play was the obvious and fitting choice, and Pearlfisher donated £1 for every visitor who came to Jump In!

What started out as a month long installation for local audiences became an immersive experience for people of all walks of life; a celebration of Holiday cheer that attendees could feel genuinely excited about participating in. Jump In! represented the spirit of Christmas in a new way, supported the local community, raised money for charity and simultaneously fed the creativity of their audiences while resulting in significant business growth for Pearlfisher.

Words: 201

A woman with short dark hair, wearing a grey scarf and a dark jacket, is sitting in a large, immersive installation of white balls. She is holding a smartphone in her right hand and an open book in her left, looking down at the book. The background is a vast field of white balls, creating a snowy or playground-like atmosphere. A large, semi-transparent grey circle is overlaid on the right side of the image, containing a quote and a website URL.

“...the playful setting is the perfect place to inspire creativity.”

HuffingtonPost.com

SUMMARY OF RESULTS

What began as a desire to create an original expression around Christmas for Pearlfisher's audiences took on a life of its own, touching lives all over the world. What was envisioned as a play space evolved into a multi-functional community space, promoting a sense of togetherness, enabling positive connections and inspiring attendees to play without judgment, shifting social perceptions of play in our daily lives.

Jump In! exceeded all of Pearlfisher's objectives and expectations. The installation went viral, touching the lives of its visitors and overtaking all competitor efforts. What's more, Jump In! was extended by several months to accommodate visitors and the installations mission maintained its momentum long after Christmas had passed.

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Applications
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11%

SUMMARY OF RESULTS CONTINUED

Holiday cheer

While the agency initially sent out 300 invites, encouraging clients and the local community to Jump In! the initiative ended up touching the lives of over **10,000 people**. Each person that jumped in emerged with a smile. Instead of a throwaway card, Pearlfisher was able to help attendees create memories and experiences that lit up their Holiday season.

“**2014 was an incredibly tough year for me personally and I was dreading the Christmas season especially. Huge thanks to Pearlfisher for bringing Christmas cheer back in a way that even I was able to enjoy. I left feeling cheerier than I had felt in months.** - Alice Graham, Jump In! visitor”

Business growth

As a direct result of Jump In! Pearlfisher was awarded **5 new projects** from cold clients, based solely on the agency's creative reputation. These new projects have **increased annual revenue by 15%**.

While Pearlfisher's average Christmas greeting receives a few thank you's via email, this past year's efforts had current clients scrambling to get reservations to participate in Jump In!

“**This is by far the most memorable agency initiative I've ever been invited to! I can tell we're in good hands.** - Louise Piper, The Haller Foundation”

Following the initial installation Jump In! now presents Pearlfisher with a significant commercial opportunity. With interest to host the installation from global institutions including hotels, museums and galleries. Pearlfisher has unearthed a new business opportunity to create a **secondary annual revenue channel worth up to £2.5m** and further their charitable contributions to raise awareness for the power of play.



“Unique charity project has adults jumping for joy.”

Time Out London

SUMMARY OF RESULTS CONTINUED

Charitable partner

Pearlfisher's partnership with Right to Play was a huge success. The agency exceeded donation objectives by 600% and secured international coverage for the charity, resulting in record traffic to their website and social media accounts, resulting in increased donations.

Brand awareness

Jump In! attracted international coverage from broadcast, print, radio and online press such as NBC, CNN, Huffington Post, The Times, The Independent, The Telegraph, BuzzFeed and Vice. As an agency whose coverage is most often limited to the design press in London and New York, Pearlfisher's initial objective was to secure 5 key features about the installation across their usual channels. Instead, Jump In! garnered over **150 features** in major media outlets around the world.

"As far as I'm
concerned it's the
best pop up of the year...
Tell a friend immediately
and go whenever you can.
Trust me, you'll have
a ball!"

The Londoner

SUMMARY OF RESULTS CONTINUED

Online acceleration

Pearlfisher received over **750,000 shares** on social media and increased social media followers by 35%.

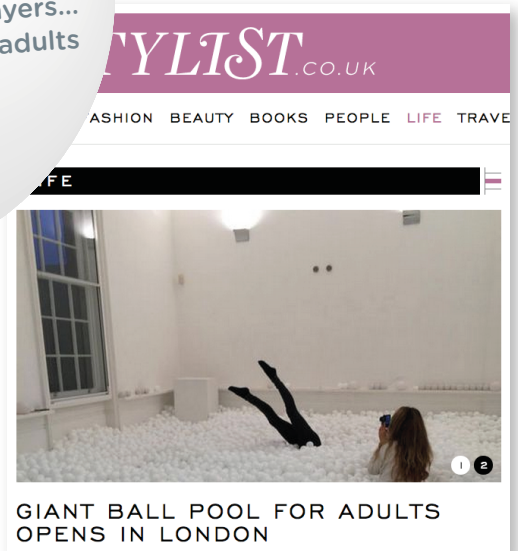
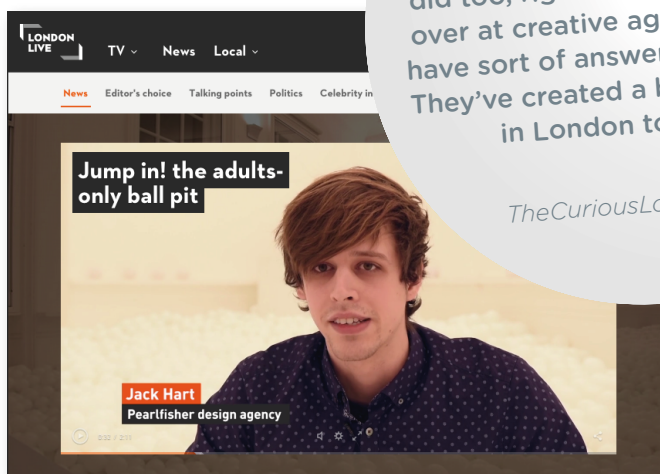
On the day that The Independent published the news about the installation, it was their **most read and shared article**, receiving over 116,000 shares in one day.

Pearlfisher's own newsletter subscription list **grew by 417%.**

Word count: 684

"I'd always hoped that someone would invent a soft play area specifically for adults - you did too, right? Well, the clever folk over at creative agency Pearlfisher have sort of answered our prayers... They've created a ball pit for adults in London to frolic in."

TheCuriousLondoner.com



Pearlfisher.

OTHER INFLUENCING FACTORS

None

SOURCES

Internal data

“Think your awesome tech office has everything? Guess again. Bet it doesn’t have a huge ball pit.... Once you check out the faces and joyous leaps into this pit of happiness, you will definitely be lobbying your company to get one.”

Geekwire.com

“The company [is] clearly not taking themselves too seriously, with 'pool rules' reminiscent of a swimming pool displayed on the wall and a bar on site to enjoy drinks at once you're finished messing around in the ball pit.”

Stylist