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# BEST FACEBOOK EVENT CASE STUDIES

VOLUME I

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## 1

# In 7-Eleven's Mobile Tour, an 'Oval Office' Photo Op is a Hook for Social Media Content



Whether they were for Barack Obama or Mitt Romney, coffee drinkers around the country got to cast their votes in the 7-Eleven Mobile Oval.

The cross-country tour, devoted to sampling the convenience store chain's coffee, included a digital component that created content for the brand's Facebook page—and the attendees' own Facebook timelines.

The Mobile Oval challenged consumers to see if they could predict the outcome of the 2012 presidential election. Participants voted by choosing either a blue (Obama) or red (Romney) cup. To deepen the engagement, guests were escorted through a "metal detector" and scrutinized by a "secret service agent," before being invited to enjoy a cup of coffee at a replica

of the president's desk in the Oval Office. A "press aide" greeted guests and led them to their seat behind the desk, complete with a red phone.

Guests received a commemorative digital photo that was framed, branded and automatically uploaded to their social networks, and sent to their email for further sharing. The photos also were immediately uploaded to the 7-Eleven Facebook page. Each participant also received a commemorative coffee tumbler that they could refill numerous times for 99 cents at 7-Eleven.

The tour garnered considerable press online and in print, and the brand hit its goals for social media and sampling. Plus, it turned out that Mobile Oval guests accurately projected the outcome of the election, as 7-Eleven doled out more blue cups than red ones.

## AGENCY:

Rally Marketing Group

# To Amp Up Social Media at Bonnaroo, Ford Intros ‘Destination Escape’

Most people who attend the Bonnaroo Music and Arts Festival drive to the event, so Ford used its sponsorship to celebrate the road trip while highlighting the fuel economy and technology features of its Escape crossover vehicle. All messaging amplified the theme of a “one-tank escape,” or a road trip of around 450 miles. And the automaker made Facebook a key element of the activation, both pre-event and on site.

Bonnaroo didn’t use hard tickets—attendees received RFID-enabled bracelets for admission, security and social benefits. Months before the festival, co-branded creative announced the artist lineup and ticket sales. Ford powered the

“ Upon registering, festivalgoers could connect to Facebook, allowing them to swipe their wristband at the check-in and photo stations.

rollout of the RFID wristbands and drove pre-registration with a variety of prizes, including VIP tickets, exclusive content and a Ford Escape. Upon registering, festivalgoers could connect to Facebook, allowing them to swipe their wristband at the check-in and photo stations. Each swipe posted a Facebook message noting the attendee’s activity. When the attendee checked in for a specific performance, that artist’s set list posted as a Spotify playlist on the attendee’s wall, allowing Facebook friends to listen to the same music.

The Destination Escape setup offered charging stations and air conditioning, as well as musical performances. After the event, Bonnarooivians received an email that included information about their experience based on their RFID check-ins. Results were strong: 90 percent of attendees pre-registered their wristbands and half connected them to Facebook. Attendees checked in more than 250,000 times and posted 20,000 photos via the event’s RFID-enabled photo kiosks.



**Kristen Lebo Naimi**  
June 9 via Bonnaroo 2012

took a photo Escape — at Bonnaroo Music and Arts Festival.



AGENCY:  
Team  
Detroit



46

# Smirnoff Crowdsources Consumer Creativity for Worldwide Nightlife Events



Smirnoff marketers turned over a little bit of their event planning to their consumers.

The brand's Smirnoff Nightlife Exchange Project gave consumers from 50 countries and six continents a forum to trade ideas about their ideal nightlife events, the best of which Smirnoff would later bring to life. Consumers were invited to submit ideas via YouTube and Facebook, and to vote on the best their countries had to offer. The best of the bunch were turned into live events, all around the globe, all on one night.

To add to the excitement, Smirnoff packed materials for each of the winning ideas into crates and swapped them between countries—so, a great idea from Canada might turn into a party in Brazil; a submission from Germany might create an event in Japan. Those who submitted the winning ideas earned tickets to the events.

On the night of the events-around-the-world, the brand served about 117,000 Smirnoff cocktails, earned 5,000 Facebook “likes” and uploaded more than 8,000 photos to Facebook. Smirnoff's registered user and Facebook community grew by 375 percent, giving it the biggest online community of any spirits brand (8.5 million at the time). Nightlife Exchange earned media coverage in every market. The New York event alone generated p.r. hits in print and online, including in *People*, *Us Weekly* and *Life & Style*. Press impressions for the campaign reached over one billion worldwide.



AGENCY:  
JWT