

Kevin Polof : succesful story telling marketing

1. The marketing challenge and brand insight

Lacoste wanted to launch a new fragrance, Love of Pink, following their previous 'Touch of Pink' release.

For the launch, Lacoste had developed a splendid commercial capitalising on the romance and their positioning "Love is an exploding feeling".

But, next to the airing of this commercial, the brand wanted to emphasize the romance surrounding Valentine and wanted some buzz effect to generate visibility and PR before the launch.

Objective was to get "target talking" about love and romance, all this connected to Lacoste.

The consumer insight and communications strategy

TV ad was the starting point. It should be aired around Valentine's day, buzz had to lead to that climax point.

We qualitatively investigated the target group (women 15-25). It came out that our target group was looking for stories. Whatever the form (film, series, blog testimonials, chat or forum) the exchange of feelings about stories is something they are absolutely crazy about. Not only stories, but real stories or stories that "seem" to be real (e.g. Laguna Beach) are even stronger.

The strategy we decided to adopt was to really "create" a story they would fall for, through all the possible touchpoint media that could give our story a "real/true" flavour.

So the objective was to tease our target using a "true story" and integrate some mystery in it, generating the envy to discover who was hiding behind this.

The close collaboration between the media agency, the street/activation agency and PR agency allowed us to create interesting content (crazy street actions) related on a blog and social networks (proper blog, Facebook, Netlog, Twitter,...) and taken by larger media (press, radio, news/mag websites), in such a way that our action became THE buzz of the moment



2. What about media ?

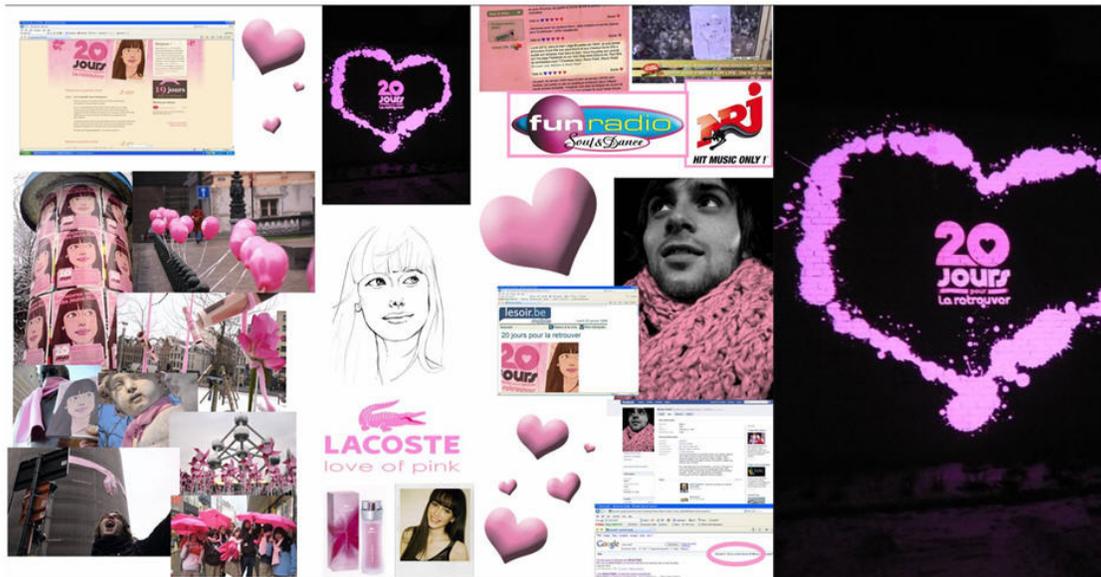
The creativity of the communication and activation and/or delivery

3 things were very clear:

1. we had to create a character that would convey the story
2. he had to take “real” actions visible at some targeted key places
3. these actions had to be amazing enough that big media (helped by PR) would talk about it helping us to have the coverage

Given all the constraints we had to be as impactful as we could to be relayed by :

1. bigger media at low cost,
2. all “buzz blogs” and “trend websites” where we find our core target.



The actual story and mechanism was:

Kevin Polof, a student in arts and graphics, meets on the train back home a young girl. He's so petrified by her that he's not able to talk to her. The only thing he's capable of is making a sketch of her. So this sketch and the pink scarf she left behind are the only things he has from her.

He tells this story in Metro's "Kiss & Ride" pages!

From that moment the only thing he has in mind is finding her back and he will use all possible ways to get to her. He gives himself 20 days to find her.

So first he creates a blog dedicated to his quest, www.20jours.be , and calls for help through his Facebook and Twitter profiles.

He also goes down on the streets and does some crazy actions:

- *decorating all the cities statues with pink scarves (mentioning his blog)*
- *putting 2000 pink flowers (in the winter) in front of a national monument*
- *decorate main streets with 2500 pink balloons*
- *beaming his sketch on city walls in pink*
- *...*

All these actions get to the ears of "big" media

- *he's interviewed by targeted national radios (StuBru, NRJ, Fun Radio)*
- *his story is published in newspapers (lesoir.be, DHnet.be,...)*
- *his quest is followed by national magazines (Flair, ELLE,...)*

In the middle of the action, one smart blogger comes up with a theory: what if it was a brand hiding behind this crazy and romantic story. Could it be Lacoste ?

From that moment the buzz inflated. The story was referenced on more than 50.000 sites and blogs.

Without giving up our story, but also without willing to hide the truth we adapted our story and try to keep some mystery.

Then the last day came. He had found his girl and we gave the keys to the mystery...

- *Kevin Polof was actually an anagram of Love of Pink*
 - *Yes it was the brand Lacoste behind it*
 - *The girl was actually the girl appearing in the commercial*
- ...and with a question:*
- *what would you do for Love? Love is an exploding feeling!*

Results

Over 4.000.000 gross contacts on women 12-29.

Story widely referenced:

- *by more than 50.000 blogs and sites (with the assumption of minimum 10 visits per blog or site)*
- *by large audience media such as radio, magazines or newspapers*
- *the blog, Facebook, Twitter obtained record numbers of visits and people came back to the site to follow the story*

Our commercial (45") received extra visibility (next to classical TV) as on the websites where it was aired more than 75% of the visitors watched it above the 30 sec.

The analysis of a large amount of posts gives us very positive reactions of our target group.

Sales were boosted as well with indexes outperforming any previous launches.