

MOTOSPEED

MOTOROLA MOBILE DEVICES, SOUTH EAST ASIA



Objective

To generate excitement and awareness in the competitive mobile broadband handset space and feature Motorola's new HSDPA device portfolio, including RAZR™ V3xx and RAZR maxx V6.

Campaign

Understanding the mindset of the 'high speed' consumer, Motorola's MOTOSPEED digital campaign was created by The Sauce Agency, involving the launch of a series of highly creative online and mobile-based digitally animated short films.

The MOTOSPEED campaign consisted of a four-part micro-series developed in conjunction with internationally acclaimed design, motion and digital animators, tokyoplastic. The MOTOSPEED series showcased two of Motorola's latest HSDPA handsets, RAZR maxx V6 and RAZR V3xx. Due to its huge success, a fifth and final episode was later created, this time highlighting the new MOTO™ Z8.

A tailor-made micro-site at www.motorola.com/motospeed was created and managed by The Sauce Agency, where people could view and download the episodes, as well as MOTOSPEED screensavers and wallpapers based on the micro-series characters. Visitors were also able to sign up for advance distribution of each episode as it became available and share them with friends. The episodes were also available in a mobile phone format so that they could be viewed and sent on to friends using high-speed mobile devices. Each episode was also provided to video sites such as YouTube.

A visually appealing media kit announcing the micro-series, highlighting the MOTOSPEED characters and providing a CD of each episode was distributed to marketing media across South East Asia.

Result

The campaign captured over 50,000 unique views in the first two months. The MOTOSPEED initiative also achieved over 60 pieces of combined media coverage in pan-regional publications with many noting the campaign's creative approach in engaging an online audience. Online coverage continues to appear on a substantial number of influential blogs covering not only mobile phones, but design and digital animation, increasing the brand's design cache amongst the target audience.