

## RAZRSPEED

MOTOROLA MOBILE DEVICES, EMEA



### Objective

To maximise attention ahead of the global launch of the first high-speed version of Motorola's RAZR™ mobile phone, RAZR V3x, and educate consumers about the benefits of 3G technology.

### Campaign

The Sauce Agency created the concept of RAZRSPEED, highlighting the fact that 3G brings the speed and functionality to consumers that will move them to another level of personal operation. Without rushing themselves, they can harness the speed of the new RAZR V3x to effectively slow down - and take control of - the world around them. Akin to an athlete 'in the zone' after receiving an adrenalin rush, they switch to RAZRSPEED, stepping into a more intuitive, productive, 'in-control' mode.

RAZRSPEED was brought to life via a highly popular online interactive game asking users to test their dexterity in a street environment with and without the use of RAZRSPEED. Media and consumers were invited to experience RAZRSPEED for themselves as an introduction to Motorola's RAZR V3x handset.

An email was sent to target media introducing the new phone, providing online media materials and inviting them to play the game. In addition, a highly stylised RAZRSPEED media kit containing photography of street environments before and after RAZRSPEED was designed and distributed.

In addition, a global survey was commissioned to reveal the real world impact of 3G technology. Generation HERE was the first publication to investigate the impact of 3G on peoples' everyday lives, revealing a whole new world of social and cultural interaction, and finding that 3G is fundamentally changing the way in which users live and communicate.

A podcast with Generation HERE researcher Stephen Armstrong was also created with The Podcast Network and provided online along with fast facts and the survey itself.

### Result

RAZRSPEED captured global media attention with significant media coverage of the RAZR V3x and the Generation HERE survey. The cutting-edge RAZRSPEED interactive game proved enormously popular with the online audience and continues to be heralded as a viral coup by the client.