

MOTOROLA

The Dawn Of The Digital Lifestyle - Seamless Mobility Campaign

In the course of our work with Motorola North America, we spearheaded many of the strategic marketing initiatives that advanced and revolutionized Motorola's consumer presence and integrated the concept of digital lifestyle before the idea of a true "smart phone" even existed.

Creating A Destination Where Consumers And Technology Could Come Together



Creating a first of its kind platform for users to become a part of a growing dialogue between the technology in their hands and their daily life, was born in the Hello Moto Portal known as the MOTOLOUNGE. This gateway brought a community of Motorola users together in a way no other wireless manufacturer or carrier alike had

ever before. This new vehicle, first and foremost, brought utility to consumers in the form of enabling software for Motorola technology users— but equally helped them realize the "Seamless Mobility" vision by creating tangible manifestations of the many ways in which Motorola products knit together consumers' lifestyle in motion.

A Digital Dialogue Brought To Life

One of many visionary destinations for the MOTOLOUNGE became the Motorola MOBILE GALLERY, a never before attempted web application designed to integrate, edit and share mobile video. Again, it is important to call to attention this technology was developed in 2006, before the iPhone disrupted the entire mobile industry. This story telling tool put the Moto brand in the consumer hand in a totally immersive engagement for the first time, by creating a construct for dialogue and a destination in which a real community could begin to form around Moto technology.

A further expansion of outreach aimed to extend dialogues between Moto users to tangential social



circles leveraged a cultive brand impression through MOTOGRAPH and the subsequent co-marketing initiative with House of Blues on the Moto ROKR hand set. MOTOGRAPH created a web based utility for building MOTO music in a web and on-device



app, further evolving to become a collaborative audio editing tool.

Additional sponsorship and co-branded marketing efforts further extended the Moto brand dialogue and the concept of seamless mobility in numerous

other unique ways with brands and organizations like: Burton, the NFL, the US Open and many others. Sponsorship and co-marketing partnerships engagement at the Hello Moto Portal soon overtook and, ultimately, eclipsed the performance of more



traditional analog and static banner based in-bound advertising efforts being run by competitors.

Not Your Ordinary Digital Advertising

One of the challenges set before us with a strategy that was now bringing together audiences' physical and digital lifestyle, was to generate new inbound campaigns disruptive enough to keep pace with the rich co-marketing and app based utility we were already establishing. One of the many ways in which this took shape took form as digital ads that broke out of the convention of the traditional banner ad. By leveraging emerging page take-over technology, we created ads that literally leapt off the monitor.

Ⓜ CASE MODEL



Taking Channel / Partner Marketing To A New Plane

One of the remaining key elements propelling seamless mobility on the ground was Moto OEMs as well as channel partners. Moto needed a unique model for support that not only educated and empowered retailers, but integrated them into the dialogue with consumers on the floor and online throughout the customer life cycle. The MOTO

LOUNGE facilitated these dialogues through exclusive partner promotions and concepts like the Seamless Mobility Modeler, a web based app which allowed users to build their mobile life with Moto products illustrated throughout a model they could create of their physical life. "Buy Now," check-out through these experiences sourced the select products for check-out through user selected OEMs' digital storefronts or brick-and-mortar locations.

Results

- The Hello Moto Portal received over 7.4 million unique hits in its first year with 83% of all visitor engagement interacting with more than three areas of the portal for an average of 28 minutes per interaction.
- 273,093 OEM sales were directly connected to product selections from within the Hello Moto Portal.
- Channel Partners reflected a 12% increase in sales

- Moto equipment directly or indirectly attributed to the Seamless Mobility Campaign in its first year running.
- 2.3 million songs were uploaded through MOTOGRAPH.
- 1.8 million videos were shared within the Moto MOBILE GALLERY.
- Over 4 million applicants registered for Moto / Co-Branded promotions, opting in to MOTO MAIL (EDM communications).

Following the presentation of our vision to Motorola on the *MOTOLOUNGE*, *MOBILE GALLERY* and the "Seamless Mobility" campaign.

"Blew it out of the watter."
Geoff Kehoe, SVP of Brand, Motorola

"Out of the park."
Ed Zander, CEO, Motorola