

Magnum – In the Pursuit of Pleasure

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#INTERACT13

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tribal
worldwide

Istanbul

The Brand

Magnum has a premium brand image in Turkey.

The main theme of Magnum's brand communication is *Indulgence*. Sensuality, luxury and the celebrity lifestyle.



The Brand

Magnum has been holding its annual “Dream Prize” draw campaign in Turkey for eight years.



In 2007, a Lamborghini sports car was awarded.



In 2011, the prize was a Benetau sailboat.

The Situation



- **In 2011 promo participation dropped sharply, from 1.340.000 users to 742.000 users.**
- **Research was also showing that the brand's premium image was slightly in decline.**

The Solution

To re-gain followers, 2012's prize draw had an attractive Aston Martin as a gift, and famous Turkish celebrity Kivanc Tatlitug and French model Florence Eugene as its stars.

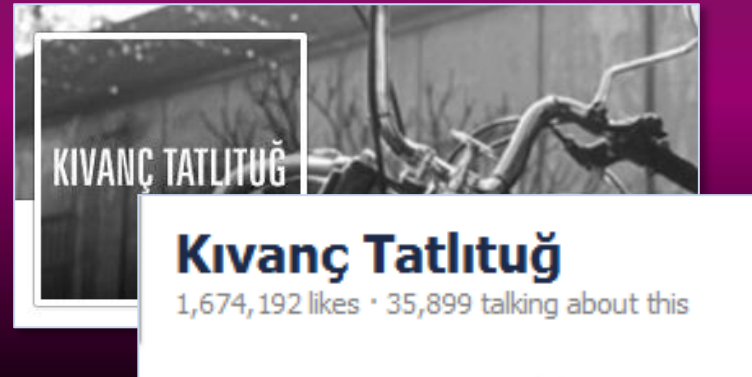


Kivanç Tatlıtuğ is a very well-known Turkish actor.

With his irresistible charm and familiarity with film and video productions he was chosen to be at the center of this campaign.



Kıvanç Tatlıtuğ commands a very strong presence on social media due to his roles in popular tv series such as «Kuzey Güney»



The Audience

Magnum's Target audience is

- **Metropolitan women**
- **Aged between 25 and 34**
- **Mostly married, sometimes with kids**
- **Mostly from the affluent A, B, C1 socio-economic segments**



The Audience on Facebook

**Out of Turkey's
36,600,000 Facebook
users, 10,980,000
are women.**

**Turkish women
consume more video
and visual content, and
engage more with
brand-related content
on Facebook than their
European counterparts**

* Monitera and Webrazzi Infographics - 2012



The Campaign



The campaign was launched with a combination of press ads, public events, online and offline media PR, and TV spots

The Digital Brief

- **Bolster participation**
in Magnum's prize draw
- **Enhance brand image online,**
especially on social media
- **Gain Facebook followers**
for Magnum
- **Highlight**
the appeal of the Aston Martin prize
and Magnum's star celebrities

Our Solution:



**Put the users in the seat of an Aston Martin
and create an exclusive, multi-platform
experience with Kivanç Tatlıtug**

Our Solution:



Results

Results

3 minutes
Average time
spent on website.

Results

3,605,000
people reached
through the website
and **6,450,000** total.

Results

270%
increase on social
media outreach.

Results



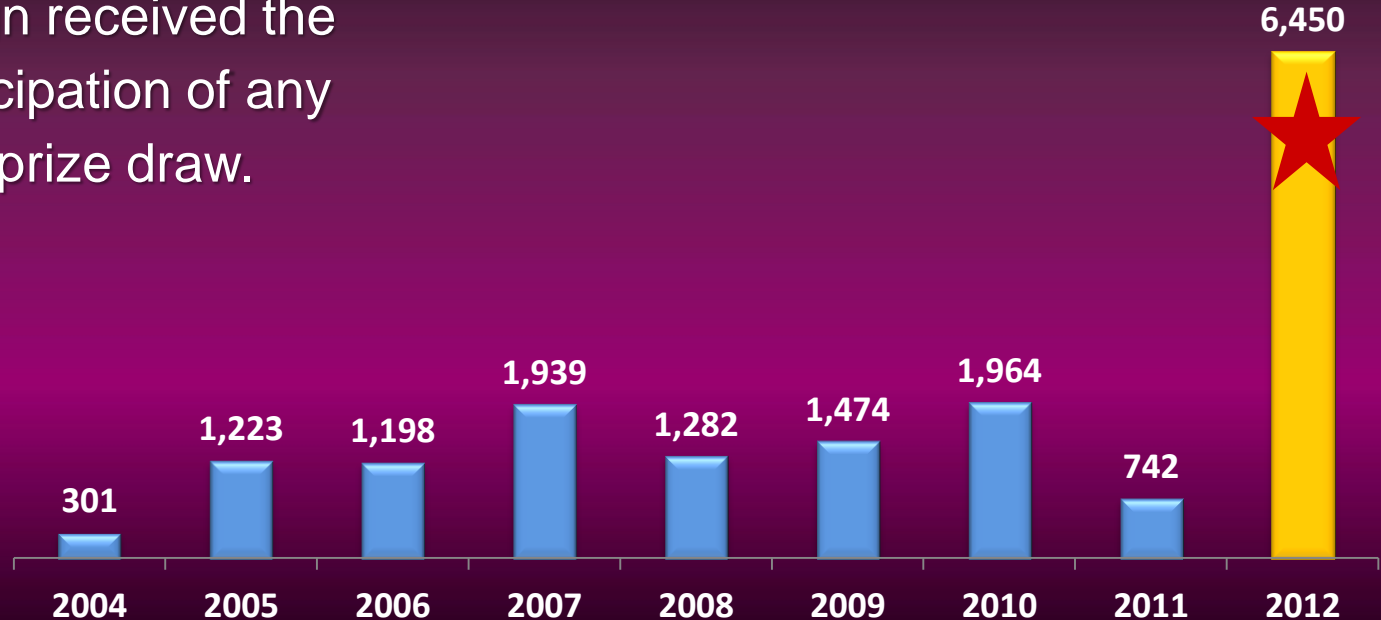
1,202,000 visits to
hazpesindeysen.
com

Results

1,700,000
views on the teaser
video in 3 weeks.

Results

The campaign received the highest participation of any Magnum prize draw.



Why it worked:



High-quality video enhanced user experience

**Our users were familiar with
Kivanç and Florence Eugene
from the world of TV.**

**By offering full HD-quality
video content, we were able
to present our characters in
a movie-like atmosphere and
enhance the campaign's
premium message.**



**Personalization was
successful in driving
engagement**

Kıvanç Tatlıtuğ addressed users by their names.



Users' Facebook pictures were featured in the application.



The user's Facebook name appeared on the Aston Martin's body.



Users could have Kivanc Tatlitug virtually dial their friends' mobile phones with IVR technology and talk to them in a simulated telephone conversation.





Integrated-media usage

Our campaign leveraged the popularity of the Kuzey Guney TV show by running a page-skin takeover and banner ad on the Kanal D website on the day Kuzey Guney had its season finale.



CANLI YAYIN
YAYIN AKIŞI
DOKTORUM
FAN
OYUN
OYNAT TV
HABER
kanald de aral
site haritası

KANAL D
Diziler
Programlar
Haberler
Videolar
Canlı Yayın

YAYIN AKIŞI
pazartesi
19:00 Ana Haber Bülteni
19:30 Spor
20:00 Öyle bir Geçer Zaman Ki

MAĞNUM
Kerim'in
HAZ PESİNDE
BAŞLADI!
TIKLA!

DETAY FOTO GALERİ VIDEO FAN

Arka Sokaklar
Kanit
Öyle Bir Geçer Zaman Ki
Kuzey Güney
Fatmagül'ün Suçu Ne?
Bir Çocuk Sevdim
Bizim Yenge

YENİ TANITIM
Pazartesi 20:00
Pazartesi 23:00
Salı 20:00
SEZON FİNALI
Çarşamba 20:00
Perşembe 20:00
YENİ TANITIM
Cumru 20:00
Cumartesi 20:00

WEBTV
Fatmagül'ün Suçu Ne? Son Bölüm Tanıtımı eklendi!

HABER
Fotmagul, Kerim'i teselli etti!
FOTO HABER
HABER DETAY

FOTO GALERİ
Fotmagul, Kerim'i teselli etti!
FOTO GALERİ

VIDEO
Fotmagul, Kerim'i teselli etti!
Fotmagul, Kerim'i teselli etti!
Fotmagul, Kerim'i teselli etti!
Fotmagul, Kerim'i teselli etti!
Fotmagul, Kerim'i teselli etti!
Fotmagul, Kerim'i teselli etti!

Another frontpage takeover activity was conducted on Fizy.com – a popular Turkish music streaming site

The Fizy.com frontpage takeover reached more than **2.300.000 unique users.**

More than **30.000 users were led to the campaign website.**



The personal experience turned the magnum.com.tr website into an earned media for the campaign, driving users to the Facebook page.

<input type="checkbox"/>	Source / Medium	Visits ? ↓
		1,231,514 <small>% of Total: 100.00% (1,231,514)</small>
<input type="checkbox"/>	1. google / cpc	478,398
<input type="checkbox"/>	2. magnum.com.tr / referral	311,345
<input type="checkbox"/>	3. facebook.com / referral	95,303

THANK YOU!