

GUERRILLA MARKETING

CASE STUDY 1: The Street Stunt (Sept. 17-30)

PROGRAM: "Get Turned on..."

AGENCY: Renegade, New York

KEY PLAYERS AT Renegade: Alissa Micciulla, creative lead; Alexis Dervech, account coordinator; Cassandra Lea, online media coordinator; Allan Eakin, online account coordinator (all interns); Shobita Kadan, account supervisor, Erin Bakersmith, account coordinator

THE PLANNING: Renegade is an integrated marketing agency with an impressive client roster, so I had a suggestion when needling them with my humble request for help in this pro-bono experiment: Hand over your interns! Luckily, it was the beginning of summer, so the agency had a fresh batch of enthusiastic young talent just dying to throw their creative hats into the ring and some marketing campaigns into their portfolios.

The initial conference call with the interns revealed they were more educated about our brand and the Internet radio category than most of our staff. Their advice: Position the station's

soundtrack as "the ultimate accessory to your retro style." Our personality was defined as "a sexy, vintage, underground voice."

After reading two creative briefs, we decided on "Get Turned on at LuxuriaMusic.com," a mysterious street campaign that used posters and online resources to drive listeners to the station to determine the world's greatest makeout songs. The campaign relied heavily on word-of-mouth, pounding of pavement and, basically, begging, borrowing and stealing (kudos to Nielsen's Hayworth printer!). The agency followed up on the brief with a timeline detailing our duties.

Racy, 1960s-style posters that showed off a mystery woman's enticing, go-go boot-clad legs and a stack of vinyl were created to pique the curiosity of potential listeners, who were invited to "Tune in, Turn on, Make Out" at our Web site. The station's skeleton staff was dispatched to place the posters in windows of Los Angeles and San Francisco shops. (Renegade's team covered New York.) While the imagery oozed sex, text stressed safety, so Durex was brought in as a sampling partner. Its Love condoms were placed in station-branded baskets and put on the counters of stores that took the posters to give shoppers a freebie. Additionally, DJs distributed the co-branded condom packages stickered with cheeky come-ons (i.e., "Penetrate deeper into the musical underground") to friends and mailed them to heavy listeners in key cities across America.

During the on-air promotion, DJs devoted shows to their favorite makeout songs, whether they be steamy, romantic, ironic or just plain frightening. The lead-up week, Sept. 17-23, was used to talk up the event. Playing off the poster's fuchsia and turquoise palette, a promo-specific home page encouraged visitors to click through to enter their favorite makeout songs. A special "Makeout Room"—basically, the station's dolled-up chat room—was pitched as a place to find a love connection. At the end of Makeout Week, one of the DJs hosted a special Saturday night version of his always-risque "Let's Get it On!" show, only this edition was devoted to the listeners' top songs.

THE EXECUTION: Even with a detailed timeline, marketing plan and creative materials, someone in our inexperienced crew was destined to blow his or her lines. The station manager barely made crucial deadlines for completing the Web pages that the program hinged upon, and our staff did not "have time" to distribute posters and condoms to stores. (Subtext: They were too chicken to bang on doors and hand out prophylactics.) Being nerdy music geeks, we weren't crazy about the agency's plan to have couples passionately neck in kitschy settings in high-traffic areas, and city officials did not cotton to the idea of sticking branded 45s on the tops of fire hydrants. The program director found the condom idea "tacky" (even though the

mentioned DJ is known to play songs that audibly feature women in the throes of climax), and I was afraid the talent would adopt his defeatist attitude. Luckily, I was proved wrong, as they happily chatted up Makeout Week, the Makeout Room and the Makeout Song search.

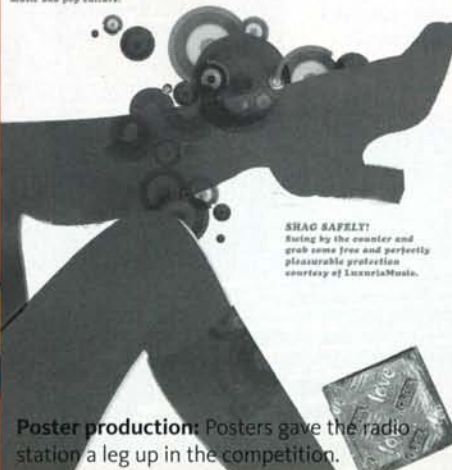
THE RESULTS: We managed to get the condoms and posters into 30 stores in New York and 12 shops in Los Angeles—but were only able to breach a piddly two outlets in San Francisco. The Makeout Room didn't attract many new listeners seeking love connections, but our regulars had fun with it. Site usage grew by a healthy 18%.

THE COST: Since it doubled as a sampling program for the brand, Durex donated 3,000 condoms. We hit a last-minute snag with our station-branded stickers, though: Placing them directly on the condoms covered up either the brand name or the instructions, which was unacceptable. We spent \$150 on tiny plastic envelopes that carried our cute come-ons and housed the condoms. Poster paper ran \$75. Total cash outlay: \$225.

LESSONS LEARNED: Getting people to buy into a great idea is easy; motivating them to execute? Not so much. Also, folks really like to get busy to Serge Gainsbourg's "Je T'Aime."

TUNE IN. TURN ON. MAKE OUT.

Get turned on at
LUXURIAMUSIC.COM
the Internet's home of vintage
music and pop culture.



SEXO SAFELY!
Bring by the condom and
grab some free and perfectly
pleasurable protection
courtesy of LuxuriaMusic.

Poster production: Posters gave the radio station a leg up in the competition.

HOW WE 'MADE OUT'

	Baseline period	Makeout week	% +/-
Site visits	6,002	7,069	+17.78%
Page views	13,109	16,477	+25.69%
Average time on site	2:25	2:45	+13.61%
New visits	41.52%	46.84%	+12.81%