

AGVA TAPS INTO CONSUMER CREATIVITY

AGVA is Singapore's home grown brand of messenger and lifestyle bags which are developed focusing on function and design. We recently launched a range targeted at the executive youth market, which allows customers to change flaps featuring different designs.

Conscious that the AGVA brand had not been extremely visible beyond retail presence we understood that we needed to build the brand's awareness. We needed to position our bags as the premier brand of versatile laptop bags with a wider audience.

Objectives

- * Gather feedback and key insights for AGVA's product development team.
- * Create a groundswell of support for 2008 product launches.
- * Execute remarkable activities, which drive mass market awareness.
- * Help merchandise into key retailers.

Program

We engaged Vocanic to achieve these objectives utilizing their Ripplevox platform - an online community populated with youth influencers. A sub-group within the community, the AGVA Style Council was created with over 500 new members. We seeded 300 limited edition prototype bags and opened up for feedback.

A design competition was launched with an event for the AGVA Style Council to meet our brand team and learn about the online design tool developed to create their own designs for bag flaps. The top 20 voted designs would be made into the removable flaps and one designer would win a MacBook Air.

The voting process was managed using a Facebook application.

Votes

Designs Uploaded: 166
Total Votes: 226,990

Judgement Day

Case Study Library



A panel of retailers and designers were presented the top 20 voted designs by the designers themselves.

Results

- * Increase of 1500 Google hits
- * Youtube content created by designers received over 1000 views
- * Reviews by Flag magazine, Hardwarezone.com and various blogs
- * All top 20 voted designs will go into production with a leading Asian retailer committing to stocking them.

Client: AGVA

Agency: Vocanic Singapore

Budget: \$60,000 USD

Date of Campaign: 2/3/08 -11/07/08

Case Study URL: http://www.vocanic.com/pdf/agva_post_review.pdf