

The SNIFF of success

Objective:

Generate mass awareness to reach as many consumers for the launch of sniff (Social Network Integrated Friend Finder), a new service that allows you to find the location of your mates via their mobile phone signal

Approach:

Paid-for mobile services can sometimes suffer at launch because they often require a face-to-face demonstration. To avoid this and to ensure maximum pick up of the launch story, Chameleon recommended creating a Multimedia News Release (MNR).

The broadcast footage, shot over a day, included:

- * Demonstration of how the service works inc. Registration process via mobile and Facebook and privacy settings
- * Vox pops
- * Spokesperson interview
- * Independent comment from New Media Age mobile correspondent, Alex Farber

The broadcast element allowed Chameleon to bring the service to life for print, online and radio based media. All journalists were sent the URL <http://mnr2.world-television.com/ChameleonPR/432/index.html>

A detailed Q&A was produced alongside the main release, which led with the introduction of “sniff” into the Internet language.

In the three days prior to launch, the team spoke to a total of 109 journalists and targeted an additional 137 with tailored e-mail approaches. Ten video sharing sites were also targeted with the three minute a-roll piece.

Results:

Included over 100m OTS and spanned a broad spectrum of media titles: national, tech, lifestyle and broadcast.

Initial business impact:

- * 21,000 visits to www.sniffu.com
- * 5,000 downloads of the Facebook Application

Headline coverage statistics

Media Coverage

National print 9 pieces

Case Study Library



Regional print 5 pieces
National / regional news 12 pieces
TV / video pieces 8 pieces
Radio 21 pieces
Radio websites 43 pieces
Online general Thousands

The MNR was visited by a total of 170 journalists, with 88 downloading various elements.

Blog pulse conversation spikes:

The BlogPulse graphs indicate the online spike in conversations at launch.

Client: Social Network Integrated Friend Finder

Agency: Chameleon PR

Budget: Undisclosed

Date of Campaign: Launch date 3 June 2008