

Brand Awareness

Fujifilm

the BRIEF

- Increase awareness of Fujifilm.
- Increase sales of Fujifilm.
- Capitalise on the huge increase of people in Sydney during the Olympic period.

the STRATEGY

The strategy was to take the product to the people on the streets.

- This was done with a varied and extensive program that reached the people wherever they were. This was done with the thrust of the program adding value to the experience of coming to Sydney. These activities were:

Four large inflatable balloons on four major roads.

285 Taxi backs advertising the theme on their rear window.

150 staff vehicles advertising the theme on their rear window.

400,000 Taxi receipt vouchers carrying cash back offer on Fuji Cameras were distributed by RSL cabs.

50 promotional staff.

Create framework that is consistent & meaningful to all staff.

- Free Fujifilm
- 500,000 Z cards that had maps, places of interest, emergency numbers and a Fuji Image Plaza film development offer.
- Promotional pens.
- 30,000 themed sun visors.

were placed in areas where the majority of people were located. Two courier companies were sponsored with the staff in green themed uniforms and the vehicles carrying themed stickers.

Six assorted yachts were placed on Sydney Harbour with themed spinnakers and sails.

Sponsored weather forecasts on Triple M radio station.

A cinema commercial over the promotional period.

Flags on major route from the Airport.

Outdoor Advertising on the billboards above the exit area at Sydney International Airport.

Assorted Point of sale displays where Fujifilm was sold.

the THEME

Now registered as a trade mark the theme " Fujifilm Welcomes The World To Sydney. By registering the theme it protected it against claims from anyone with a similar message during that period.

the RESULT

The product was exposed to millions of people at a cost effective rate and met the sales budgets for film and developing during the promotional period.



AdrenalIn
...what a great idea