

An Old Brand Goes Social for Lead Generation “Join-Challenge-Shoot”



The *Hasselblad* is the camera of choice for the very best in photography. Their promise is “Take photography further”. You have to be good, or at least rich, since these cameras cost upwards of \$50,000. In fact, the brand is recognized worldwide and used by the most renowned photographers, but even renowned photographers have to watch their budgets during a recession.

When Hasselblad wanted to launch their new series H4D cameras, they elected to reach out to the most influential photographic circles in the world and to create excitement and buzz as quickly as possible.

Short Notice for Creative

On about three weeks notice, the Danish agency and frequent Echo award winner GEKKO organized and executed a launch campaign called “Join-Challenge-Shoot”. The campaign urged professional photographers to join the discussion about what the new camera could do and to submit their own work for public scrutiny and in comparison to that of three of the best in the business.

The company selected New York City as the launch point of choice for the campaign because of the concentration of photographers there, including numerous loyal Hasselblad owners, and its global significance. The objective metrics were unusual, and both metrics and elements very digital and social.

Launch Event

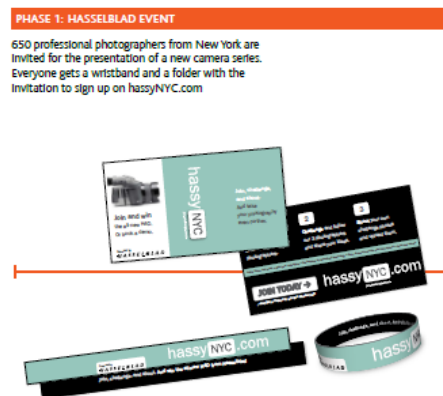
First, to launch the campaign the company identified some 650 photographers in the New York metropolitan area and its surroundings who were considered influential in the photographic community, and many, if not most, were Hasselblad owners.

This selected group of photographers was invited to a typical New York event, an invitation-only launch reception in a loft in a trendy downtown neighborhood in New York City. On arrival at the reception guests were greeted by a charming hostess who placed on their wrists a very distinctive and nearly indestructible wristband (the sort used in hospitals) that carried the site address for the campaign’s “home page”, www.hassynyc.com. “Hassy” is the professional photographers’ nickname for any Hasselblad camera.

Who could resist a charming young woman’s offer to hold your hand for a few minutes, even if it was merely to put a piece of advertising on your wrist?

During the reception, the company demonstrated the new series of the camera. Each guest also received a small, tasteful, pocket-sized leaflet with news about the camera and the campaign’s elements, which were many. They also heard the company’s plans to launch a conversation about photography and the new camera in an online community centered on but not exclusive to New York, all focused on www.hassynyc.com.

Guests learned that if they visited the site and provided information about their current camera



Continued on next page

equipment they would be eligible for a prize draw - a new camera as the prize. Of course, the website had an email sign-up facility.

(We suspect that many of the guests wore the wristband for a few days after the event. First of all, they're designed to be tear-proof and have to be cut off. And, after all, the buzz was that only the tops among the professional photographic community had been invited.)

Community building

www.hassynyc.com served to showcase the work of three carefully selected, unique, and well-known photographers. On the site were opportunities for social engagement, dialogue and further photographic uploads. As noted above, registration on the website was encouraged through a prize draw for a new H4D camera and registrants were urged to fill out a questionnaire about their professional equipment preferences.

On Twitter there were profiles for each of the photographers and an account for HAssyNYc. Flickr had profiles for the photographers and other photographers were invited to upload their own work. Facebook also had a Hasselblad page and wall.

The purpose of all this was of course to build a community that would get involved with the product and share how they experienced the camera, presenting visions, insight and feedback about the community's work and the cameras being used.

In short, lots of activity in a three-week period to launch and a three month period of the website being live. Once launched the campaign became self-mobilized. The three photographers presented more and more material on the website and on Facebook and Flickr, with their contributions being

joined by works of their professional colleagues.

Results

The results are very impressive.

Objective 1: that 50% of the 650 photographers invited to the launch event sign up at www.HassyNYC.com.

Result: 96% sign up and share photos and comments.

Objective 2: that 50% of those signing up tell the company their preferred camera equipment.

Result: 63% provided this information.

Objective 3: that 50% of the website sign-ups opt-in to an e-mail newsletter.

Result: 75% opt in.

Objective 4: increase traffic to Hasselblad USA.com website.

Result: during the campaign www.hassynyc.com generated most of the traffic to www.hasselbladusa.com.

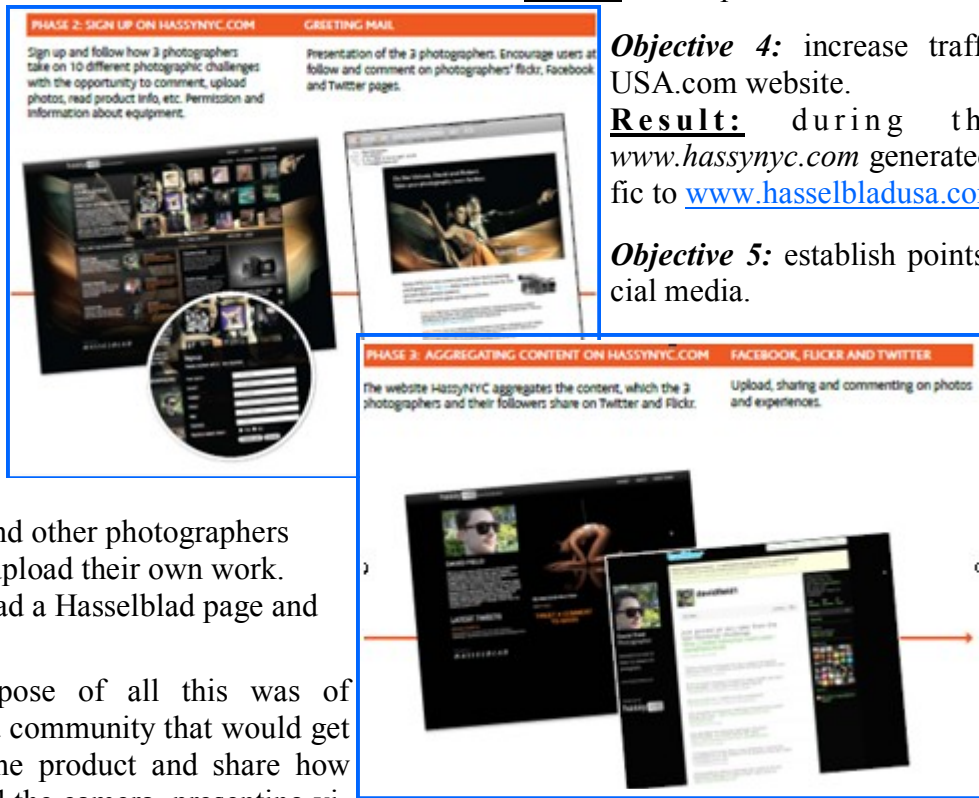
Objective 5: establish points of contact in social media.

Result: 2015 photographers followed the activities of the three photographers and 40% chose to opt-in and receive information about Hasselblad cameras. Moreover, in the 3 months the website was "live", some

535 photographers voted on the work of their colleagues and of these 75% submitted their own work for scrutiny by their colleagues.

Some thoughts.

All in all, this appears to have been a relatively "recession-friendly" campaign to get brand in-



Continued on next page

volvement in a unique, sophisticated and highly-talented community for whom art is also a business. Admittedly, dealing with a market of artistic craftsmen and women whose tools are this expensive, you probably don't measure success by immediate sales over a few months. But if you measure brand engagement (and success) by site visits, votes, and photographic contributions, this is a highly engaged set of prospects. Moreover, this demonstrates the possibilities in articulately and appropriately deploy-

ing in a coordinated fashion the new direct tools – Facebook, Flickr and so on (including indestructible wristbands wielded by young women) in order to create participation around the object being sold, as opposed to direct participation with the seller. One presumes that this will come later.

GEKKO has provided us a copy of a brochure describing this campaign, and it's worth reviewing for the data as well as the art. You may download it from the Marketing Archive at [The Prescott Report](#).

New on the Website

The following materials have recently been added to the archives libraries on www.PrescottReport.com. Available free to all registered visitors.

In Document Library:

- Opinion 2/2010 of Working Party 29 on Online Behavioural Advertising – “real” consent needed to drop a cookie and access it. Describes the technology and applies two important EU Directives in a highly disciplined opinion. Responsibilities are serious.

In Marketing Library:

- Gekko, a Danish agency and frequent Echo winner. A social media campaign in NYC for Hasselblad. See what can be done when you engage a very discrete and highly networked community at its very core.
- Stevens, Ruth and Grossman, Bernice. This new study by two leaders in B2B marketing assesses the accuracy and completeness of the data available from leading U.S. compilers of business data, including D&B, InfoGroup, NetProspex, Jigsaw and Demandbase.

In Address Materials Library:

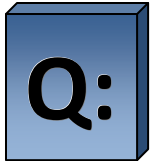
- Dr. Leon Pintsov on the Global Envelope Association Indicator – a useful new barcode. Possibilities for identifying every single envelope in a mailing, and making it interactive.



Here & There: Who Drinks What?



We so often take certain substances for granted that we forget how truly amazing, and even ancient, they may be. In this month's Here and There, we bring you some statistics and facts about three of mankind's more amazing drinking discoveries: beer, coffee and tea. Next month, we'll look at three other ancient substances: rice, wheat, and chocolate. Each of these six "basic foods" has a surprising ancestry. In fact, recent discoveries have been made on one or more that reveal much about our species.



Which country drinks the most coffee per capita?

a) *The United States*; b) *Brazil*; c) *Finland*; d) *Austria*; or e) *Greece*.



c) *Finland* leads the list of top coffee drinking countries at 608.2 liters per capita; almost double the next runner-up, Norway (322.6L).

One theory for this is that the harsh winters and long nights in Scandinavia and other colder countries drive people to drink, coffee, that is, while the warm, languid evening nights down South cause the tropical producers to remain at the bottom. Another theory on why the Finns drink so much coffee is that alcohol was illegal in Finland from 1919 to 1932. Without alcohol, goes the theory, coffee became the new social drink of choice, and despite the ending of prohibition, alcohol never replaced coffee.

However, Brazil, the largest coffee producer, has begun climbing the chart, on track to pass the United States as the largest aggregate coffee consumer within the next few years. Recently the Brazilian government started including *café com leite* (coffee with milk) in school meals for children older than 5.

Coffee as a drink was first discovered in the 9th Century in Ethiopia. From Ethiopia this new drink spread first to Yemen and then to Egypt before arriving in Arabia. In Arabia, coffee was prepared by roasting and brewing the beans. In their travels, Muslims introduced coffee into Italy, where it spread into the rest of Europe.

There are two main species of coffee grown around the world, Arabica and Robusta. Robusta beans tend to be more bitter than Arabica and, although it has slightly more body and 40-50% more caffeine, is less highly regarded than Arabica coffee.

Coffee beans are the seeds of the coffee berry, which grow on the coffee tree. Coffee is grown in Central Africa, Latin and the northern portion of South America, and in Southeast Asia. The top coffee grower is Brazil, as stated earlier, growing nearly 2.25 million MT annually. It is followed by Vietnam (961,000 MT), Colombia (697,000 MT), Indonesia (671,000 MT), and Ethiopia (326,000 MT).

The other countries' ranks in descending order: 10. Greece (116.2L) 16. US (105.9L); 24. Austria (78.7L); 37. Brazil (50.1L)

Continued on next page



Which country drinks the most tea per capita?

a) *The United Kingdom*; b) *China*; c) *Egypt*; d) *Turkey*; or e) *Canada*.



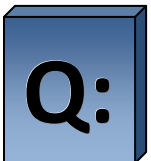
d) Turkey is the leader in tea consumption at 2.5 kg per capita per year. It also has a substantial tea market, second in the world, moving 180,000 tons of tea a year, behind India at a whopping 300,000 tons.

Turkey is not only a tea consumer, but the fifth largest tea producer as well, all of it coming from the Rize province.

The tea industry is highly regulated by the Turkish government, which also runs Caykur, the tea company that produces nearly 60% of all Turkish tea.

All tea comes from the leaves, leaf buds, and internodes of the *Camellia sinensis* plant. The different varieties of tea (white, yellow, green, oolong, black and pu-erh) are created by different processing methods, or in the case of white tea, different growing techniques. “All the tea in China” is a lot. It is by far the largest producer at 1.25 million metric tons per year, 50% more than second place India.

The other countries ranks in descending order: 2. UK (2.1kg); 6. Egypt (1.1kg); 14. China (0.6kg); 21. Canada (0.2kg)



Which country drinks the most beer per capita?

a) *Czech Republic*; b) *Ireland*; c) *Austria*; d) *Australia*; or e) *Germany*.



a) Na zdravi (nah zdra-vee)! The Czech Republic tops the list of beer drinking countries at 156.9 liters per person. The first brewery in the Czech Republic was founded in 1118 in Brno. The Czech Republic was the first country to have a beer museum and a beer brewing textbook, as well as the first Pilsner and the first Budweiser (from the towns of Pilsen and Budweis respectively). So far this year Czechs have consumed over 1,171,326,293 liters of beer.

Beer, one of the world’s oldest prepared beverages and the world’s first alcoholic beverage dates back to 9000 BC. It is also the third most popular drink after water and tea.

Beer is produced by brewing and fermenting starches, mostly malted barley, but alcoholic beverages derived from wheat, maize, and rice are also classified as beer.

It is recorded in the early written history of Egypt and Mesopotamia. In early Sumer, the earliest known civilization, where almost all of the citizens were illiterate, “The Hymn to Ninkasi” served as both a prayer to the goddess and a method of remembering the recipe for beer.

Beer spread through Europe as early as 3000 BC, although early European beer is unlike the beer drunk by most people today. These beers did not contain hops, but rather fruits, honey, numerous types of plants, spices, and other substances that might also include narcotic herbs.

The invention of beer, along with bread, is argued to be responsible for humanity’s ability to develop technology and build civilization by providing storage of nutrients and reducing the need to hunt or forage for food.

The brewing industry is a global business that is worth nearly \$300 billion in revenues. Worldwide, more than 133 billion liters of beer are sold annually, the equivalent of a cube 510 meters on a side.

The other countries rank in descending order: 2. Ireland (131.1 L); 3. Germany (115.8 L); 4. Australia (109.9 L); 5. Austria (108.3 L)



Contact Us:

To Contribute

We welcome contributions, commentary, and suggestions. Please contact us at: +1.914.533.0208, or e-mail us at: editor@prescottreport.com. For editorial guidelines on contributions, e-mail the same address or visit the this page at www.prescottreport.com for a copy..

To Subscribe/Unsubscribe/Change Address

You may visit www.prescottreport.com or send an e-mail with your name, company name, title, address, and e-mail address to: subscribe@prescottreport.com

To Sponsor this Newsletter

For information on sponsorship and advertising opportunities in this newsletter and its related website www.prescottreport.com, call+1.914.533.0208 or e-mail us at sponsors@internationaldm.org

About The Prescott Report

Publisher: Oak Knoll Limited Liability Company
7 Hastings Court, South Salem, NY 10590 USA.
Tel. +1.914.533.0208
E-mail: editor@prescottreport.com

ISSN 1949-3320

© 2010