

e-scape media case study: Radio Advertising's Hall of Fame

Context

Our working relationship with the Radio Advertising Bureau goes back over six years and encompasses the successful delivery of many websites, e-marketing campaigns and interactive CD-ROMs. The RAB's in-house team uses our e-mail marketing platform and we provide hosting services for all online marketing. When the Internet Manager approached us with a challenge, we were naturally excited to get involved. The aim: to identify the "Top 30 radio adverts of the last 25 years" as voted for by the industry.



An interactive Flash interface was created to engage the audience

Objectives

- Reach 500 leading industry creatives and experts
- Develop an approach that appeals to a target audience that is difficult to excite: "they've seen it all before"
- Capture participant interaction, visitor data and voting behaviour
- Ensure that future communication is possible whilst adhering to data protection legislation
- Promote launch, campaign registration and repeat voting

Solution

The Hall of Fame: an interactive microsite promoted through rich media e-mail. Our design was based on a DAB radio – the most appropriate medium through which to play radio adverts. We brought the radio to life, producing an immersive experience to engage the audience, whilst being sensitive to the small amount of free time available to participants.

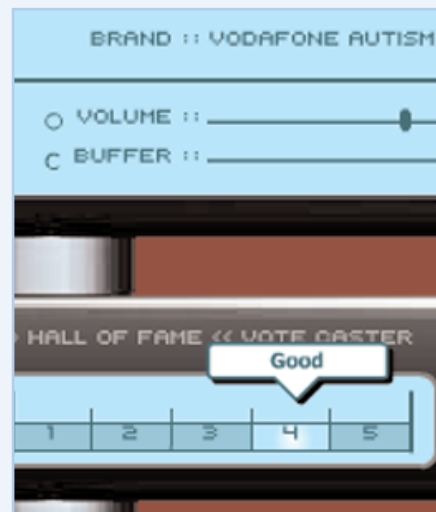
Being existing users of our Animails.net™ e-mail marketing system the RAB team were able to create and deploy e-mails throughout the campaign, sending participants up to the minute ratings and driving traffic to the site.

Results

By the end of the eight week campaign, over 1500 advertising professionals had cast their votes – three times the original target number.

"As ever, we are delighted with the finished product. Many thanks once again to you and your team"

Simon Cryer
Internet Manager
Radio Advertising Bureau



Radio creatives voted via the simple to use interface



An HTML version was also created for optimum accessibility

To view the work:
www.e-scapemedia.co.uk/halloffame

e-scape media limited
the studio, 5-7 pulteney mews
bath, ba2 4ds

t: +44 (0)1225 339991
f: +44 (0)1225 339994

w: www.e-scapemedia.co.uk
e: info@e-scapemedia.co.uk