

SOCIALiSTIC

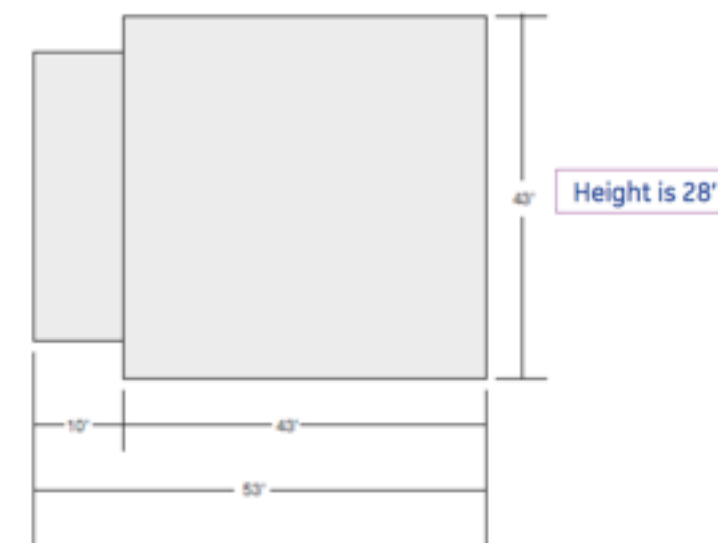
**BUILDING
THE SOCIAL
EXPERIENCE**

General Electric - Hologram. April, 18th 2012



THE CAMPAIGN OVERVIEW

GE Hologram is launching at Creative Week Dumbo on May 7th. A warehouse will house the installation @56 Water St. The GE Hologram Installation creates an experience of interacting with an IMAX size visual where people use motion control to build/manufacture a GE jet engine for a BOEING Dreamliner. The installation of the GE Hologram can be described as an immersive audio, visual, and sensory experience that playfully showcases the fun in building and making things.





THE CAMPAIGN PARAMETERS



This is the concept you want people to drive buzz on. "How the GE Hologram showed you how cool it is to build and make things"

The object they create is the focus of the excitement and the experience is the vehicle that allows them to create it.

Things you don't want: Microsites, and destinations in media.

Things you do want: Positive buzz building and making the experience one to share.

Timing:

Buzz Building: Week before April 30-6

Awareness of the Hologram and Socializing the Experience:
Week of Event May 7-11



OUR CHALLENGE

The challenge is a tricky one. It is a temporal installation with an extremely tight window to get the marketing right. The installation occurs at a cluttered creative event. The installation comes to life at a single location and while the experience is great its hard to distill into a clear message that could live in a banner...

Who could we look to in order to leverage a proven model that could work under these constraints?



WE LOOKED TO THE WEST AND FOUND A PROVEN WAY



HOLLYWOOD

The movie industry provided us with a proven content marketing system. They have short build ups, the object (film) is the focus, and the movie succeeds if the buzz keeps building...

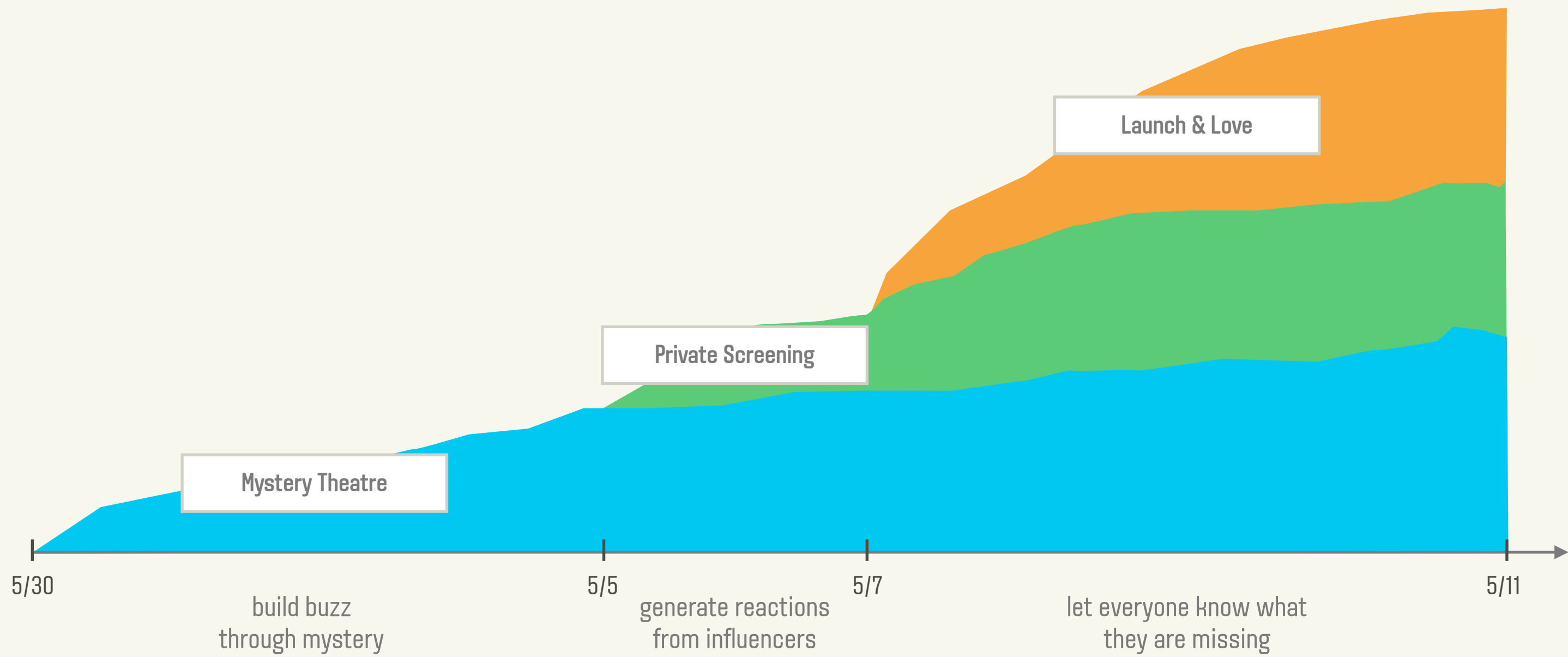
So what are the tactics Hollywood uses for social content marketing:

- Let a mystery build your audience's interest – This is one of those rare cases in content marketing where ambiguity can actually work in your favor.
- Leverage the allure of staggered content – Entertainment companies are known for making audiences want more. One way they do this is through the strategic release of content.

OUR STRATEGY



THREE SIMPLE STAGES TO DRIVE BUZZ ON THE INSTALLATION





ANCHOR FOR THE STRATEGY

They are four keys elements to anchor the installation through media....

1. We need to own the location in media.
2. We need to own an invitation in media to get them there
3. We need a way to house the evidence of the experience
4. We need a social anchor to capture the buzz



OWNING THE LOCATION

Part of Creative Week, expecting early adopters of location-based applications, we need to turn the GE Hologram into a socially-connected location and enable participants to check-in on various platforms.

Based on each platform's specificities, the pop-up Tumblr url will also be integrated on the various location pages and when possible, integrated inside people's check-ins.

We will place the GE Hologram on most popular and 'hot' location-based services.

The Foursquare logo, featuring the word "foursquare" in a blue, rounded, lowercase font with a white outline.



HOUSING THE INVITATIONS AND EVIDENCE

The GE Hologram is an event. An event that needs a temporary location to store the invitations, buzz generators, and evidence of the experience.

Our intent it to create something that serves as a media anchor in the campaign but does not become the destination.



-- fullthrottledumbo.tumblr.com --

This domain is available and has now been taken by us but we are not crazy about it. We need to confirm this is acceptable with team GE. We would like to recommend a simpler domain.



CREATING A SOCIAL ANCHOR #FULLTHROTTLER

We would also anchor the buzz with a hashtag. The hashtag would be used when we are creating the mystery and when we are promoting consumers as they share their reactions to the experience

We are proposing that we use #fullthrottle

#fullthrottle is currently being minimally used by consumers. There appears to be no brands associated with it. Use of this needs to be "ok'd" by team ge or we need to explore an alternate

MYSTERY THEATRE IDEAS



BLOWN AWAY



Idea: Create a sense of curiosity about the GE Hologram installation among potential visitors, using light hearted, relevant content.

We would capture high speed footage of well known Creative Week Attendees, speakers and other industry members, having extreme wind blown into their face, emulating the experience of standing in front of the GENX Engine.

The humorous and highly shareable pieces of content will be placed in banners, on blogs, across Storify, and seeded within creative industry blogs including, advertising, design, architecture, industrial design.



BANNERS

Video rich banners

- Videos of windswept creative people
- Messaging about a GENX engine being built in Brooklyn
- Click through to tumblr blog
- Date of when engine \ experience is ready for consumers to see



UNDER CONSTRUCTION



GE GENX Hangar
56 Water street
Brooklyn, Dumbo

May 1st, 2012

NOTICE TO ALL RESIDENTS OF DUMBO

To: East 2nd Street (Bowery) Residence Hall

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

ResNet service will not be affected.

Thank you for your cooperation.

Idea: Help Dumbo residents and digital employees believe that GE is building a jet engine in the neighborhood, and get them talking about it online.

The neighborhood of Dumbo is a close knit community, with a general awareness of the rapid development happening in their area.

Residents and the plethora of digital agencies in the area would receive notification that GE intends to take Dumbo back to its industrial roots and build a GENX engine in the warehouse, and they are all invited to view the engine on the day it is ready. Tumblr and the hashtag is where they are pointed to for more information.

Initial curiosity and then speculation across social media channels, will drive search about the engine and the mechanical activity, so it will be important to geo-tag the location with appropriate information and content.



RE-ZONING \ UNDER CONSTRUCTION

Handouts

What: 'Official' notice to residents in Dumbo, about the 'engine building' that is happening in the warehouse.

Where: Handed out though out Dumbo. Placed in apartments

Additional Printed Elements:

- Large posters on outside of warehouse, giving notice of building going on within the warehouse.



TUMBLR TO INCLUDE

A 'making of' blog for the GENX engine being built in Dumbo

Posted on the blog:

- Welcome and information about the engine being built in the warehouse in Dumbo.
- Link to the location pins
- Content created by GE around the development and building of the GENX engine. e.g Schematics for the engine, video interviews with engineers, pre-existing articles.
- Videos of creative leaders in windblown state.

Functionality of blog:

- Social sharing buttons - Facebook, Twitter, Four Square, Google +
- Commenting
- Twitter stream

PRIVATE SCREENING IDEA



EDITORIAL SEEDING

In addition to the pictorial story, we need to build an editorial story that ties together GE's advancements with the GEnX with the all-encompassing theme of creativity. By creating that strong association between GE and creativity, we set up the installation as being an exercise in innovation, showing how building a jet engine is the ultimate creative endeavor.

- Have the bloggers create reactions to the images of "blown away" and fuel the mystery of #landingideas
- Activate relevant bloggers with exclusive access to the experience, either day of or day before.
- Ask bloggers to write stories on the creative process and how that process is manifested with GE innovations.
- Build buzz around the immersive experience, prior to the debut and once the installation is revealed

LAUNCH AND LOVE IDEAS



CAPTURING THE EXPERIENCE

We want to capture people's experience of the GE Hologram through media. The media would be derived from when they are physically in the event or leaving the event. The media would be used for social amplification.

The media will likely be a picture with a tagged location, a check-in or a tweet with a reference to the installation. Printed material or an addition to the experience ambassador's script will contain the call to action used at the location. This call to action is what prompts visitors to execute our desired social action.

We need to speak to your installation team to understand what we can and can't do here in order to pull this off. Once we speak to them we can go further with the details of the idea.



BANNERS

Video rich banners

- Videos of windswept creative people
- Messaging changes to focus on experience in 2nd week
- Click through to tumblr blog
- Date of when engine \ experience is ready for consumers to see



TUMBLR TO INCLUDE

Posted on the blog:

- Welcome and information about the experience available for consumers
- Content created by GE around the making of the 'Launch Pad' experience.
- UGC - curated images from user submissions
- Imagery captured from the experience [From GE/BBDO/Socialistic sources]
- More videos of creative leaders in windblown state.

Functionality of blog:

- Social sharing buttons - Facebook, Twitter, Four Square, Google +
- Commenting

