

TITRE DU DOSSIER :

« Mr BRU... catch me, if you can ! »

RÉSUMÉ DU CASE :

A character is born, a story's been told, all through a media journey.

CONTEXTE + ARGUMENTATION

BRU is very well known brand on Belgian market.

The brand has opened the way for all the "light sparkling" waters, with their PEARLED WATER positioning.

Although the brand is leading the light sparkling water category before PL, Spa Marie-Henriette, San Pelegrino or Chaudfontaine) it is perceived as a little bit dusty and needing some renewal.

The brand needed to get back to its position of "leading the tables".

That's how MR BRU came as an idea from the creative agency TBWA :

What if we created a **modern, urban, attractive, and a bit strange, character**, personifying the brand, **sneaking in some well-known restaurants** neighborhoods of this country, entering places and **paying the bill of people having BRU on their table.**

But how do you bring this character to life?

First we need to let him know quickly while keeping a smell of mystery.

Then it was about creating a feeling of ubiquity: the character could be everywhere. The story should lead to activation and "feel good" one-to-one experiences.

The basis of the media thinking is:

"Catch me if you can" and used the opening sequence of the movie as the basis of our **story**



*opening sequence in attachment

How have we tackled all our storytelling media challenges?

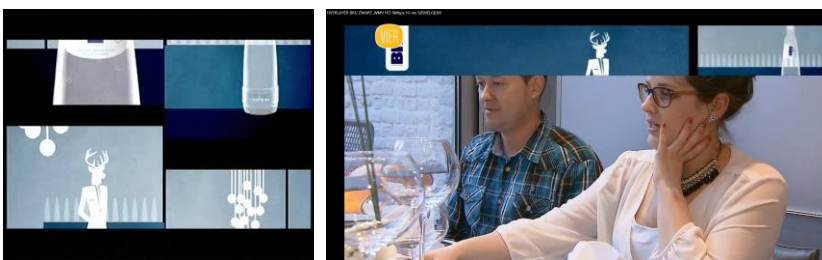
1. First, we wanted the main character of our story to be seen, known, branded and a bit intriguing.

The recommendation was built using our tool Pulsar, with constraints in reach & Top of Mind creation for adults 25-45 years: TV came as the first option.



*PULSAR STUDY : 40 touchpoints, 18 possible objectives, ranking on reach and effectiveness on given objective

The “catch me if you can” approach was applied to TV : the character would invest **all screens of all channels during 2 days**, giving the impression that he was really passing from one channel to another, in line with the movie’s opening sequence, and this **under the form of jingle sponsorings**, completely in the Mr Bru look and style. He was also sneaking into programs as **animated overlayers**. They were all referring to the Bru website where the brand was activating!

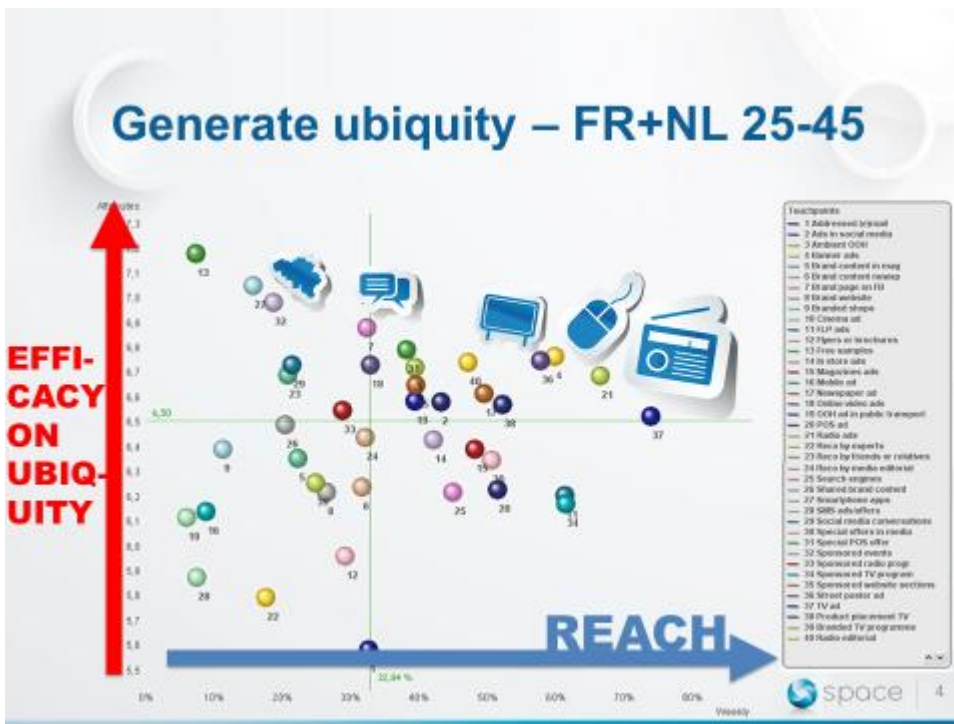


*jinglesponsorings and overlayers in attachments

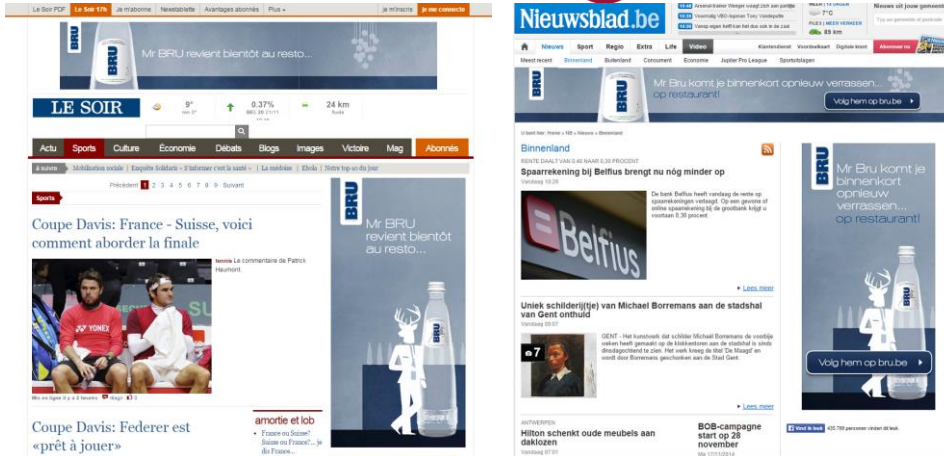
During these two first days, we were even able, thanks to the energy of the IP people, to have our **Mr Bru appearing live** during program announcements, strengthening mystery and enhancing top of mind.



- Second phase was about extending the feeling of ubiquity: Mr Bru must be sneaking around all over the media, not TV only. Again, we checked our PULSAR tool, on the ubiquity/omnipresence objectives:

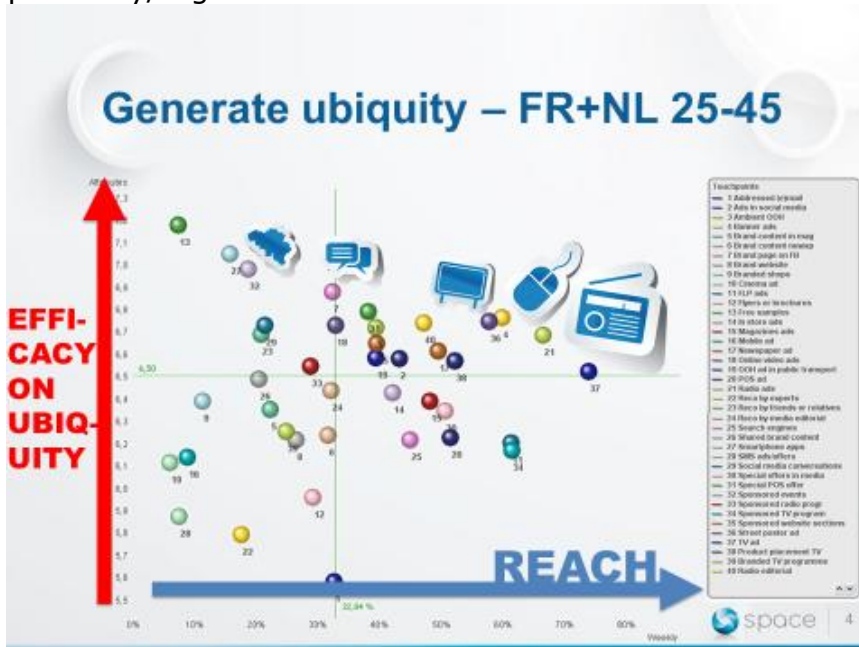


Banner ads were used in this second phase, with an orchestration that gave this impression of our character being everywhere, wandering from site to site and from banner to IMU, and driving traffic to the website/Facebook page.

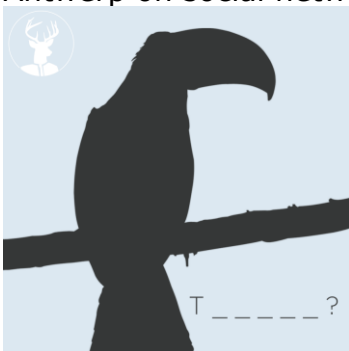


*Video of animated rich media in attachment

3. MR BRU is not only about image, it's also about **activation**: it had also to be in the consumers' favorite restaurant, and drop hints on what restaurant he could visit. To support that part **radio & social networks** were used as ubiquity drivers also allowing some proximity/regionalization:



Radio aimed to push activation (and web/social media traffic), enhance proximity and boost some regional approach. Here are some examples of how we gave some hints for Brussels or Antwerp on social networks.



Le Toucan in Brussels



Bizie Lizie in Antwerpen



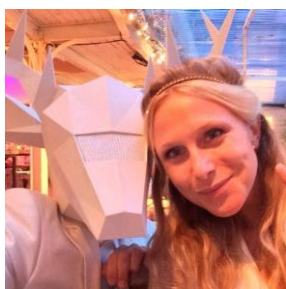
Nenuphar in Gent

It really became a great game with the audience!

4. We needed to close the loop and **amplify Mr BRU's passages in the restaurants**. We therefore activated social networks to push and share a hype of that moment: **Selfies**. And people were so proud and happy to share their picture with that Mr Bru who had just paid the bill.



Even some celebrities were happy to celebrate and share their pictures with MR BRU.



QUEL EST L'APPORT DE L'EXPERTISE MÉDIA ?

This case is the addition of the different media expertises that created the story:

- Conceptualization of the media scenario around: "catch me if you can" gave us a strong basis for imagination (Media agency input!)

- Connection points selected based on a storytelling plot and the smart use of Pulsar.
- The extraordinary participation and goodwill of some sales houses to bring the character to life by airing him "live" in shows
- The "getting local" of radio and social networks to create proximity and make him even more alive
- The closing approach adding the hype of selfies (just some months after the Samsung selfie buzz at the Oscars) in our story

All these elements makes it a complete story, with the brand as hero and self-generated content in restaurants.

RÉSULTATS

More than 400.000 views of MR BRU selfies on social networks.
Very positive results of both Connectometer and Diva study.
+30% average on sales in supermarkets.

POURQUOI CE CASE MÉRITERAIT-IL DE REMPORTEUR UN AMMA AWARD ?

Advertising is all about telling brand stories to consumers to create brand preference.

The creative idea (in this case Mr BRU) is the heart of the story: the smart selection and timing of media did bring the idea into real consumers' lives.

Not only consumers have shared a lot, those who made the story also shared great expertise: TBWA, Space and the sales houses (with a special thanks to IP) did a great job together.

The story we created here as a team, we think, is worth an award.

ANNEXES

Schéma de campagne (calendrier, groupes-cibles, performances, éventuellement coûts ou budgets) ; travail créatif, etc.