

## IPAD LIVE: 5 tips for using tablets at events

### 1. CONTENT

You want to bring engaging experiences to your attendees, many of who are now carrying iPads. Deliver content (and encourage social sharing) while your event is underway: hi-definition behind-the-scenes videos, streams of the prior day's activities, interviews and social games. When you build the next "Angry Birds" app for attendees to download and it too, goes viral, your reach will be extended far beyond the event.

### 2. SOCIAL MEDIA

Optimized content and embedded social media dashboard apps on iPads will get you to the front of the pass-along line.

### 3. DATA COLLECTION

Brand ambassadors provide the hands-on experience using tablets to show content and, in the process, seamlessly collect demographic and behavioral data. As more attendees show up with their own tablets, they'll 'opt in' and download an app that does your data collection for you while they play a game or watch a video, allowing you

to track physical locations, browsing behaviors and levels of interest in products and services.

### 4. IMMEDIATE AND ALWAYS ON

Because tablets are one of the fastest growing ways for consumers to access information and entertainment every day, a direct and immediate path to your brand will enable more consumer interactions.

### 5. LONG TERM ENGAGEMENT

If a brand is savvy about creating the right content that creates an authentic connection, events can live forever on an attendee's own device. Through downloads and an always-fresh app, new and interesting content will help guide the user ever deeper into the brand's messaging and sales funnel.

—ANDRÉ MIKA, senior vice president, digital creative, TBA Global.



## NIVEA Pops Up

### HOW THE SKIN CARE BRAND CONNECTED WITH BUSY NEW YORKERS

Nivea got commuters' attention this summer with a pop-up event in New York's Grand Central Station. "The Nivea House"—created to help celebrate the brand's 100th birthday—featured several stands where people could try products and Nivea could collect data to begin customer relationships, says Kevin Keating, brand director.

- The 100-year **Skin Care Lounge** was the center of the hub. There, people could get hand



massages with Nivea lotions and sign up for a sweeps on the brand's Facebook page.

- **Cream 101** offered a primer about the ingredients of Nivea creams.

- A history of the brand's products was showcased at **Turntable Journey**. Did you know that the first Nivea cream tin was yellow? It wasn't until 10 or 15 years later that the signature blue and white packaging debuted.
- Dermatologists and "skincare ambassadors" were on hand at the **Skin Education** station to determine visitors' skin types and make product recommendations.
- New products were featured at the **Innovation Station**.

"We were getting about 9,000 to 11,000 people per day through the Nivea House, which far exceeded our expectations," says Keating.

—PATRICIA ODELL



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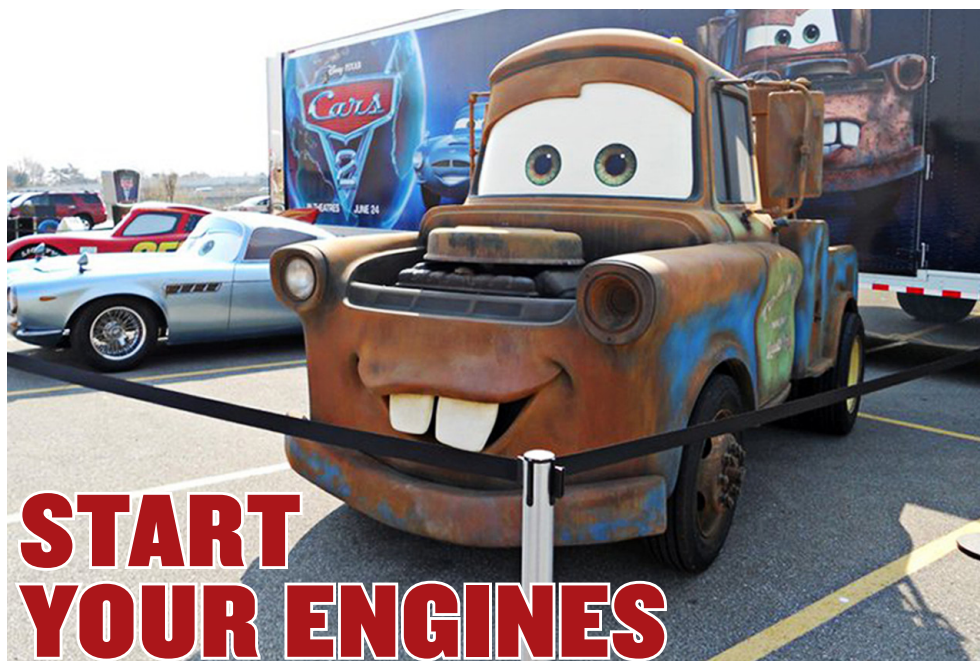


◀◀ **THE RIHANNA CONNECTION** The Nivea House also showcased the brand's connection to the singer Rihanna, who helped kick off the 100th birthday celebration in March in Hamburg, Germany, where Nivea is headquartered. There, on a boat cruise, she performed "California King Bed," a song that plays out across advertising and sponsorship events. From there Nivea traveled with Rihanna's "Loud" U.S. tour, giving attendees Rihanna tattoos and samples of Nivea products, ticket giveaways and upgrades to seats at the front of the stadium if people registered for a code. Nivea is now gearing up

to sponsor the European leg of the tour.

"We were able to really leverage Rihanna fans and get them involved in the birthday," Keating said. "She has over 40 million Facebook fans and has posted about Nivea, which helped us increase our fans by over 400% this year to about 325,000 fans."

An in-store sweeps adds another layer, with plenty of P-O-P materials that let consumers know they have a chance to win tickets to meet Rihanna in Prague on Dec. 7 and see her concert. Stickers announcing the sweepstakes appear on about 10 million Nivea products across brand categories. —PO



## START YOUR ENGINES

### State Farm goes on the road with Cars 2

State Farm's "Cars 2: Agents on a Mission" tour made 25 stops in large metro markets around the country this summer, offering life-size versions of some of the car stars as well as interactive games and other activities.

What makes the movie an organic fit for State Farm is its appeal to young families, said Todd Fischer, manager of national sponsorships for the company. "Young families with households are the sweet spot for Disney with this movie," he says. "In our world, they have a high propensity to have needs for insurance and financial services products, which is the core of our business."

State Farm partnered with Disney on the launch of the first "Cars" movie back in 2006, and that decision informed this promotion too. "There are very few things that are aimed at the core of what we do from a passion point, and we found the first film had such a direct connection to our business that State Farm had a very natural and organic place in the world of 'Cars,'" Fischer said.

The fact that the sequel involves characters from the original movie performing spy missions around the world makes for a lot of talk about "agents" in the mission—a natural parlay for promoting State Farm's roster of local insurance agents nationwide. Those agents will be giving away special agent/ID decoder cards and other "Cars 2" premiums at their offices, as a way to extend the tie-in to regions not scheduled to receive a visit from the tour.

The tour itself involves a 50 x 50 footprint installed in parking lots at high-traffic venues such as malls, theaters and baseball parks, with life-size replicas of the movie's lead car characters Lightning McQueen and Tow Mater and a new character, superspy Finn McMissile.

There was a conscious effort to expand the appeal of this "Cars 2" tour into more interactive whole-family fun, Fischer said. Some locations let kids take "agent training" by running an obstacle course and participating in other on-site games. They will also have a chance to interact with the Disney website for "Cars 2," where they can use the agent ID cards to create their own spy name and unlock access to special content.

State Farm is currently making the "Cars 2" tie-in explicit with a national animated TV commercial created by DDB-Chicago that equips the characters of the movie with a State Farm pit crew.

"The 'Agents on a Mission' promotion is a great way to bring our 18,000 North American agents to the fore in a fun way," says Fischer. "Our agents are at the core of everything we've done for the last 80-plus years, and they are special agents that do amazing things for customers on a daily basis."

One of those things could be bringing special showings of "Cars 2" to neighborhood theaters. Fischer says some agents in regions not served by the tour have opted to rent out whole theaters for special screenings of the movie in the first week after its theatrical release on June 24.

—BRIAN QUINTON

### CPG BRANDING:

## Get Bogged Down

### OCEAN SPRAY GOES ON A CRANBERRY TOUR

This summer, Ocean Spray went on the road with a mobile vehicle tour to offer samples and coupons at state fairs, festivals and other special events across the country.

To attract one of its target audiences, teenagers, the brand enlisted **SpyderLink** to create a tag teens could snap with their mobile phones off the back of brand reps' t-shirts for a product photo and a recipe incorporating an Ocean Spray beverage.



"Ocean Spray wants to deliver more of a brand experience that allows them to convert consumers to an ongoing relationship," said Jane McPherson, CMO, Spyderlink.

Creating attention at live events is nothing new for the brand, which in the past has done things like building free-standing cranberry bog environments in metropolitan locales.

Recipes for red, white and blue cocktails were also offered this summer on Ocean Spray's website. People who liked Ocean Spray's Facebook page could also



enter a contest and share their favorite recipe, incorporating one beverage per month: Blueberry Juice Cocktail in July, Sparkling Juice Drinks in August and Cranberry Juice Cocktail in September. The winner gets \$1,000 and Ocean Spray juices to have a party. —PO