

Intel Smart TV

Problem

How does a software company make a name for itself in the electronics category?

Solution

Create branded opportunities for the audience to interact with the new technology.

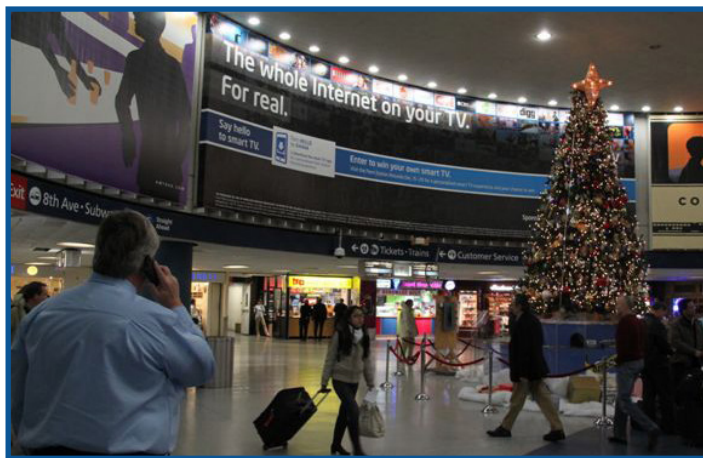
Background

With flat screen HDTVs now saturating the marketplace, web-enabled televisions are widely regarded as the future of home video entertainment. While relatively new, these TVs are rapidly gaining buyer interest and scale. Across the consumer technology industry, the battle is on for who can provide consumers with the simplest, best way to access web content through their TV.



For their first venture outside the PC market, the innovators at Intel collaborated with Sony, Logitech and Google to power the next generation of web-enabled “Smart TVs” with their Atom Processor. This technology enables users to interact with their TV like never before, seamlessly integrating a broad array of Internet content, broadcast programming, personal content and virtually unlimited applications – all viewable on one TV screen.

The challenge for Intel was getting credit from consumers for being the key ingredient behind Smart TV technology. Sony, Logitech and Google would all be promoting devices carrying the Atom chip but would not be actively communicating Intel’s role in driving the technology. Adding to the challenge, their budgets would exceed Intel’s by a ratio of more than 10-1, putting Intel at huge share of voice disadvantage.



(aged 20-34), male, urban and affluent. These consumers take personal pride in being on the leading edge of knowing about and owning new technology; they are trendsetters, integral in inciting demand for later adopters. Because they live an on-the-go lifestyle, it is hard to reach them through traditional media channels.

Objective

This campaign marked Intel’s groundbreaking venture outside the PC market; a launch of this magnitude required a media campaign with comparable innovative feats. The objectives were concise:

- Win recognition as a category leader amid a cluttered category
- Demonstrate the smart TV experience, sparking demand

Strategy

The planning agency identified the audience who would most benefit from Smart TV’s television and internet technology as a niche subset of early adopters, specifically looking for the ultimate home entertainment experience. According to syndicated research, this audience is predominantly young

There were three key things the media plan needed to do in order to be effective. First, the executions should get as up close and personal with the target audience as possible by allowing them to feel exclusively “in the know” while minimizing waste and driving efficiency. Next, the campaign would have to employ never before seen executions in order to break through to this audience. Finally, the plan should leverage opportunities that demonstrate the benefit of the new Smart TV technology.



Plan Details

Markets: Chicago, Las Vegas, Los Angeles, Minneapolis, New York, San Diego, San Francisco

Flighting Dates: September - December 2010

Out of Home Formats Used:

- Spotlight Cinema (October 29th – December 16th): National Coverage
- Targeted Static Bulletins (November 1st – November 28th): Minneapolis, San Diego
- Digital Bulletins (November 1st – November 28th): Los Angeles, San Jose
- Hollywood and Highland Digital Storefront (November 1st – November 28th): Los Angeles
- Interactive Digital Mobile Trucks (November 1st – November 28th): San Francisco, Chicago
- Interactive Digital Mobile Trucks (November 29th – December 26th): New York
- Interactive Digital Mobile Truck (December 6th – January 16th): Las Vegas
- Miracle Mile and Fashion Show Mall Interactive Digital Spectaculars (December 6th – January 16th): Las Vegas
- Penn Station Station Domination (December 1st – December 31st): New York
- Penn Station Interactive Consumer Experience (“ICE”) Smart TV app (November 29th – December 29th) and Event (December 15th – December 29th): New York
- Traditional Transit OOH Support create awareness of ICE App and Event (November 29th – December 26th): New York



Penn Station Enters the *Minority Report* Era: In New York City, Intel pioneered a new communications medium which provided consumers their very own *Minority Report* experience. The campaign launched on November 29 through comprehensive transit marketing including bus signage, subway entrance & tunnel signage. In addition to promoting Smart TV, the ads welcomed the audience to download an app to their Droid phones (over half the smartphone market). Once downloaded, the app asked a few simple questions (first name and favorite TV content) and invited them to participate in an ongoing live event at Penn Station that would take place from December 15-29. When consumers arrived at their own leisure and passed through the geo-fencing entering the Penn Station rotunda where eight digital screens were located, their names appeared on one of the screens. Touchscreen technology then allowed them to interact with a Smart TV, demo, showcasing how it can create a personalized TV experience.

Mobile Storefronts Deliver Intel’s Message to the Target Audience: To provide more demographic and psychographic targeting, the agency incorporated mobile storefronts in key Intel markets (New York, San Francisco, Las Vegas, Chicago, Los Angeles). In addition to using demographic data to target storefront visits to neighborhoods where the target resided, the team could bring the trucks to strategic events and retail locations. Each of the storefronts was equipped with touchscreen technology which gave consumers the opportunity to play a Smart TV game and enter to win a Smart TV.

Results

The Penn Station “Minority Report App” saw an amazing activation rate of 70%, meaning that 70% of people who downloaded the app after seeing the advertising, went out of their way to the station to see it worked. The mobile storefronts proved that being technologically advanced drives consumer engagement, as Intel’s program more than doubled interaction rates from programs other advertisers had done with the vendor.

Penn Station Minority Report Program:

- First ever execution which recognized consumers upon arrival by name
- 70% activation rate of downloaded “SmartTV” apps

- 9,156 total interactions at Penn Station
- 552 million total SmartTV impressions as part of Intel's Penn Station domination



Mobile Storefronts:

- 50,436 total consumer interactions
- 21MM total consumer impressions

Due to the success of the Smart TV campaign, Intel is currently exploring additional marketing opportunities beyond the PC, including tablets and smart phones.

“Everything looks great! Congratulations to the entire team! Thanks for all the hard work. Great job on this project.”

– Kim Fujikawa, Director, Global Creative and Production at Intel.

Intel Smart TV Interactive Digital Trucks won Media Post's 2011 Digital Out-of-Home “Most Innovative Use Of A Digital Out-of-Home Platform” Award. The client also received added value with press coverage of the campaign in the *Wall Street Journal*, *DigitalJournal.com*, *Broadway World*, *Signs of the Times* and *Daily DOOH*.

