

A NEW SPIN ON MUSIC PROMOTION

The world's biggest dance-music label used a clever combination of analog and digital to captivate their audience, just like a DJ.

Kontor wanted to promote the new release by house music producer Boris Dlugosch. The problem was, they were targeting one of the world's most cynical audiences: creative directors. These are the people who either pass promo CDs onto their staff or, more often, just throw them out. Kontor had to find a way to get their attention.

As every good DJ knows, the best music comes on vinyl. But few creative directors even own a turntable. So Kontor decided to put a new spin on things – literally. They combined a physical mailing with digital technology to create an unforgettable experience by appealing to their aesthetic sensibilities, appreciation of style and use of modern technology. The envelope, which doubled as a turntable, was mailed along with a bright orange vinyl disc and a QR code. The recipient just had to flip the envelope, put the disc on the ingenious turntable and play the record by activating the QR code with their phone. As a bonus, they could also play other tracks and connect with Kontor by clicking on an icon.

The results were music to Kontor's ears. 900 turntable QR codes were sent out and 640 of them were activated. That's a 71 per cent response rate, which is 64 per cent higher than average. Forty-two per cent followed the link to the Kontor online store. What's more, Kontor also received a lot of positive feedback from some of the industry's most important people, creating valuable connections and significant brand equity.



CLIENT: Kontor PRODUCT: Boris Dlugosch release COUNTRY: Germany AGENCY: OgilvyAction Dusseldorf/OgilvyOne Frankfurt AGENCY TEAM: Chief Creative Officer – Stephan Vogel, Executive Creative Directors – Martin Seele, Uwe Jakob, Art Directors – Tobias von Aesch, Klaus-Martin Michaelis, Copywriters – Martin Seel, Mike Bayfield, Creative Assistants – Daniel Siegel, Esra Bueyuekdoganay, Technical Director – Jens Steffen, Account Manager – Annika Hake, Head of Project Management – Hanna von Schultz.

