

CASE STUDY: EMAP; 1 NATION



Kommando is an innovative experiential marketing agency based in London and Glasgow. We have delivered campaigns for major brands such as Chanel, Nintendo, American Express and Disney.

With a wide portfolio of brands, EMAP is one of the UK's largest multi-platform media group with a number of magazine publications and radio stations including 1Nation, a youth orientated radio station with a playlist and advertising ethos centered around the youth audience.

This case study aims to show how Kommando created and deployed a guerrilla marketing stunt to raise awareness of the newly launched radio station to London media buyers and planners at top UK media and marketing agencies.

For more information about what we can do for you, call Mark Evans on 00 44 845 050 2810 or email mark@kommando.co.uk

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BRIEF: Raise awareness of EMAP's newly launched radio station '1Nation' and advertising/sponsorship opportunities to key London planners and buyers.

TARGET AUDIENCE(S): Media planners and buyers at the key top 10 media agencies in London.

SOLUTION: A guerrilla marketing stunt creating brand impact and stand-out, lifting heads of the planners and buyers.

As the target market for EMAP are flooded with innovative campaign ideas every day, to gain attention the creative had to create a shock and affect the everyday landscape to lift the right heads.

Kommando devised a special build 10ft 1Nation figure, surrounding the area with props and actors to give the effect of a large 1Nation sign that had fallen out the sky and smashed through the ground. The surrounding props, including security tape, warning lights, smoke, and role play actors helped to create a stir and engage directly with the target audience.

Figures were positioned at media agency entrances as employees were arriving for work to create a bigger stand-out and a larger brand personality, and the actors distributed marketing collateral for the 1Nation sales team to each media agency employee as they entered their workplace.

RESULTS: Substantial ROI with the number of advertising campaigns which resulted from the stunt.

Wider recognition of the 1Nation brand originating from an emotional and memorable experience of the which would not have been achieved through traditional sales or traditional media platforms.

Longer term positioning of the 1Nation brand which would complement further marketing and PR strategies and add emphasis to any further 1Nation brand communications.

