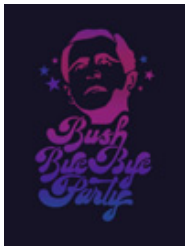


Case studies

Shackleton did not want to miss this opportunity to pay their last goodbye, organizing a global celebration to honor Bush.



The videos could be downloaded directly to mobile phones using Wimob, Futurlink's Web to Mobile application.



| | |
|-------------|---------------|
| Agency: | Shackleton |
| Advertiser: | Shackleton |
| Sector: | Communication |
| Campaign: | Bye Bye Bush |
| Location: | International |



Challenge

Shackleton proposed to say goodbye to Bush through a global event in which everyone can participate. Bush had his last days as the President of the United States and Shackleton did not want to miss this opportunity to pay their last goodbye to organize a global party in his honor.

Solution

With their traditional videos and from a website with downloadable content, such as "Bye Bye Pack" or "Throw your own party," Shackleton proposed a comprehensive guide to organizing a Bye Bye Bush Party on January 19, 2009.

The official website of the event, BushByeByeParty.com offered people 3 types of parties to participate in. They could also download to their computer all necessary materials such as invitations, garlands, personalized cocktail suggestions, videos, ads etc.

The videos and ads were an innovation that could also be downloaded directly to mobile phones using the Wimob Web to Mobile application by FuturLink. Wimob allowed visitors to download content for free to their mobile from the event's official page via connections such as Bluetooth, Infrared or USB.

Results

The results of the campaign were very successful. Over 50% of visitors, who have viewed the contents through the Wimob application, downloaded the video to their mobile phones.