

SMA WINNER

Best Strategic Launch Award

'No One Should Work Late'

Beware The CBD Ghost Lurking around Raffles Place. . .

AdLib covered this unique campaign launch back in the June 08 issue. The Raffles Ghost GMP Viral & Demand Generation Campaign was a truly deserving win for Universal McCann. As Digital manager Dominic Ng comments, "No one in the team knew what was going to happen - or whether it was going to take off at all. It was conceptualized within a month and went straight into production within a week after its conception."

To recap the plot and strategy - in our city that never sleeps, one video shocked the CBD crowd. It showed CCTV footage of 2 men being followed out of an office lift by the ghost of an old woman, and linked viewers to a blog by 3 amateur ghostbusters, who claimed to have been sent this video. They were investigating and invited anyone who knew anything about the Raffles Place building OR the incident to give them details.

The video spread like wildfire, appearing on YouTube and Google Video. The Straits Times' Stomp picked up on it and posted the video on their site. (Over 60,000 people had viewed the video on Stomp and over 100,000 people had seen it on YouTube.) The daily press wasn't far behind - it made front page news in Shin Min Wanbao, while Lianhe Wanbao featured a long article in its main news. Soon it was being discussed online in at least 300 websites (with over 170,00 page views) and had everyone from Paranormal Societies to Production Video makers offering their expert comments.

Meanwhile the Amateur Ghostbusters' blog was swamped with user generated content. About 10 days after the video made its appearance, GMP (a recruitment and HR consultancy) staked ownership. On Labour Day, Josh Goh, Manager of Corporate Services, made a statement on a video that NO ONE SHOULD WORK LATE. At GMP, they wanted to highlight the many dangers of working late. He said stress and



ill health are common downsides of late nights at the office. And if you were really unlucky, you could even meet a ghost!

The revelation of this advertising stunt was just as newsworthy as the earlier buzz generated by the video. It was talked about on primetime news over the main TV channels 5 (English) & U (Mandarin). There was a lot of traffic to the GMP microsite and the number of CVs uploaded increased exponentially. "By surrounding the campaign elements around the idea of 'No One Should Work Late' we want to remind people that the right career is about the right challenges, prospects, benefits and hours of work. The right career is one that allows you to enjoy your work and become more productive, hence reducing the number of late nights. At GMP, we firmly believe in and advocate work-life harmony." Farrokh Madon, ECD, McCann Worldgroup says, "It's a fantastic example of how a big idea can magnify a small advertising budget. Great advertising isn't possible without a great client, so full marks to the agency team and a truly brave client for producing an idea that moved the nation."

BRAVO, echoes AdLib! @