

TELEVISION 2.0

smartclip Implements Comprehensive
Multi-Screen Campaign for OTTO



CAMPAIGN FACTS

Brand: OTTO

Campaign Name: Fashion Summer 2010

Planning by pilot 1/0

Market: Europe

CAMPAIGN OBJECTIVES

Create a campaign, which reflects the changing media consumption by a younger Internet-savvy target group and taps into new channels for communicating the brand message.



OTTO

REALISATION

The video campaign for the start of the OTTO summer fashion 2010 was realised through smartclip's multi-screen advertising platform Europe-wide. The platform delivers the same ads on different devices including PCs, hybrid TVs, gaming consoles and smartphones. Video clips were placed on online portals such as bunte.de, seveload.com or MyVideo/Sony Music as well as directly in video application on TVs and smartphones. Depending on browser functionality a direct access to the OTTO online shop was provided.

"With this multi-screen campaign we have once again demonstrated our innovative approach and are sure that this is just one of many milestones in tomorrow's brand communication."

Stefanie Gauger, Director for Brand and Client Communication at OTTO

Results for OTTO FASHION SUMMER 2010

- ▶ Creative response to the changing media consumption of the digital generation.
- ▶ Addressing the OTTO-target group across different situations, from active browsing, to relaxed TV watching to mobile media consumption.
- ▶ Efficient media planning thanks to smartclip's uniform and central technology approach, reporting and implementation.

