

CAANZ Beacon Awards 2015

Case Study

Agency Name:	FCB Media
Advertiser Name:	Sony Consumer Electronics
Gold Beacon Award Categories:	Consumer durables Best Smart Media Idea Best Launch Best Collaboration

Sideline Challenge

FCB media launched the new Sony α6000 digital camera into the New Zealand market with an innovative approach that showcased picture quality and won Gold in the Consumer durables, Best Smart Media Idea, Best Launch, and Best Collaboration Beacon Award categories.

Background

Sony approached FCB media to launch its α6000 digital camera into the New Zealand market. With the launch of the camera came an expectation of a significant increase in market share.

Priced at \$1,099 the camera targets the growing “aspirer” market – people that want a proper (i.e. non-smartphone) camera to take high quality photos. The camera is impressive: 24.3Megapixel Exmor™ APS HD CMOS + BIONZ X; Mirrorless 11 FPS Continuous Shooting; 0.06 sec AutoFocus; and Enhanced OLED Tru-Finder, all of which make it as good as, if not better than most DSLR cameras.

But most people have no idea what jargon like this actually means, let alone whether that makes it better than a DSLR. The camera market is full of terminology and specifications that only professional photographers understand. This works to DSLR’s favour; as the preferred option of professional photographers, the rest of us assume that DSLRs are the pinnacle of camera technology... even if, on paper, they’re sometimes not.



Campaign Objective

In order to secure an increase in market share FCB Media needed to prove that the α6000 is just as good as a DSLR.

Campaign Overview

To do this FCB Media focused on an area that camera buyers automatically associate with high quality photography; the kind of photography only possible by a professional using a DSLR, the sports photographs taken from the sidelines of every major sports event that appear in the major newspaper.

FCB Media wanted to show the α6000 was capable of capturing those shots, and moreover, that they could be taken by an amateur. They just needed to convince a national news brand to give its sports photography over to total amateurs using the α6000.

The “Sideline Challenge” would prove the α6000 wasn’t just as good as DSLRs, but it was so good even amateurs could take the same quality action shots.

Media Strategy

The first step was to recruit amateur photographers. An in-banner game created with NZ Herald asked users to take a virtual sports “action shot”. This ran across desktop, mobile and tablet versions of NZ Herald for maximum reach. From here, four winners were randomly selected to be part of the “Sideline challenge”.

FCB Media gave each of the amateur photographers a α6000 camera and sent them to an event. Each amateur had a basic briefing before NZ Herald handed over their only press passes and vests for each event: the amateurs would be going it alone with minimal training.

As they snapped away, their photos were instantly sent to producers who uploaded the best images into live banner ads that instantly demonstrated the camera’s capability. These images also populated an online image gallery which photo editors used to hunt for a shot worthy of including in the paper.

Published across their full circulation, the edition featured photos from each amateur alongside each major local sport event write-up. Each photo was positioned as usual alongside the story; the only sign that this wasn’t a professional shot was a break-out box referencing the name and occupation of the photographer. A wrap of the section revealed the big idea and strip ads reinforced the camera throughout. A follow up spread told the full story and showcased the published pictures again.

Results

For the first time in its 150-year history, the NZ Herald entrusted their sports photography to a taxi driver, a town planner, a nurse and a bank officer. This was a category-breaking media idea; using a media platform's credibility to prove the product's capability in this way was a totally new way for a consumer durables brand to launch. This blurring of the lines between editorial and "ad-space" was a New Zealand first use of media.

Because the photos were the ultimate α6000 product demonstration, FCB Media idea helped Sony beat their market share objective with unit sales data confirming that the campaign made a big impact.