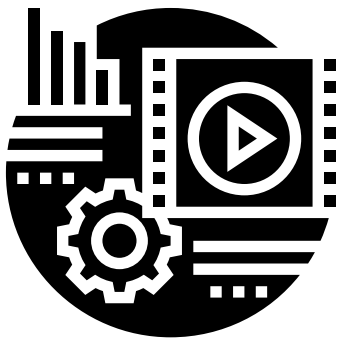




RED STAR ACCESS CAMPAIGN

Expanding market reach through a custom DSM portal



CAPABILITIES USED

- CELEBRITY PARTNERSHIP
- EARNED MEDIA
- DATA CAPTURE
- MOBILE TICKETING
- ON-SITE SCANNING
- VIDEO PRODUCTION AND CONTENT DEVELOPMENT
- SOCIAL ENGAGEMENT WITH CONSUMERS AND TALENT

THE CHALLENGE

Heineken is easily recognizable with its signature green bottle emblazoned with a red star. However, the well-known lager maker wanted to expand its reach into the Chicago, Atlanta, Washington, D.C., New York City, and Philadelphia markets.

ACTION

Heineken partnered with one50one to launch the “Red Star Access” campaign featuring Kanye West. one50one set the goal of achieving seamless integration through creative and media outlets. This included a custom digital, social, mobile (DSM) portal that offered a branded consumer experience across Facebook, laptop, tablet, and mobile, in addition to event info and content. one50one instituted the “You In” teaser tagline with a direct call to action via web, SMS, and direct link to drive consumers to FollowRedStar.com, which was promoted through local radio stations, targeted digital advertisements, and out-of-home placement. one50one tracked all its progress with a custom Google Analytics Dashboard to measure traffic by device and overall URL.

RESULTS

OVER THE COURSE OF SEVERAL MONTHS, ONE50ONE WAS ABLE TO ACHIEVE THE FOLLOWING RESULTS

1M+

total page views on www.followredstar.com

597,434

unique visitors

658,563

total visitors

44.96%

referral versus 55.04% direct

154M

total impressions reaching 26 million unique visitors

17%

overplanned final delivery, 23 million bonus impressions

Larger sites,

like Stumbleupon, Vevo and Complex, secured high-volume traffic

Niche sites,

like XXL mag and Woven, secured higher-quality traffic that resulted in higher conversions