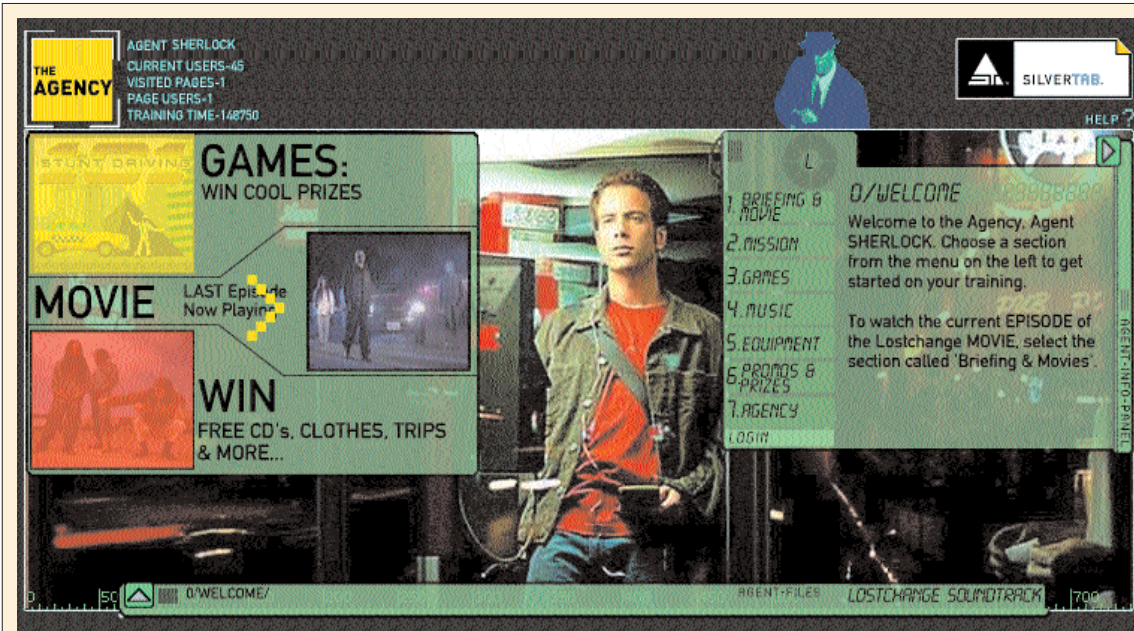


Best integrated marketing campaign



Levi's Silvertab Lost Change

Client Levi's US

Digital agency Lateral

Strategic development

Think Think Think

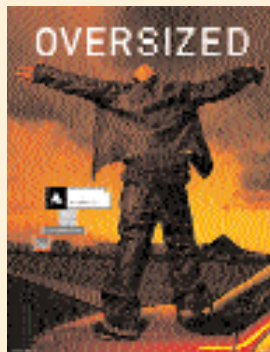
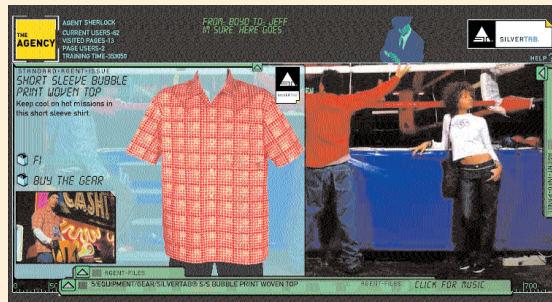
Film production Cyclops

This is not Levi's first victory at these awards – in 2000, a campaign featuring brand icon Flat Eric romped home with the best online advertising trophy. That campaign was created by digital agency Lateral, which is also the creative force behind this year's winning entry.

LostChange.com was part of a multi-media 'adventainment' adventure aimed at introducing the Silvertab jeans range to the 15- to 24-year-old urban nomad audience. It also aimed to continue the brand's ongoing positioning as 'equipment for urban living'.

The campaign, which ran from July to November last year, used online film, interactive games, e-commerce, rich-media ads, email marketing, TV, print, direct mail and point-of-sale material to achieve its goals.

Hollywood screenwriter Ernest Lupinacci, editor Barry Alexander Brown and photographer Albert Watson created an interactive, online film, *Lost Change*, which was released in weekly episodes between one and three minutes in length. It depicted a bag of money that was planted in a



street, and recipients who were filmed by a mysterious group of people known as The Agency. It was accessible from LostChange.com, MTV2, AtomFilms and Real.com.

As well as hosting the film, the LostChange.com web site offered tie-in content such as games to hone users' agent skills, information on the gear needed to be a good agent and profiles on the main characters in the film.

The judges were impressed by the number of visitors the site attracted, and the open rate achieved by the email campaign, which was sent to Levi's internal database as well as partner databases, such as AtomFilms. An email sent to the database of skateboard and snowboard site ccs.com had a particularly high open rate.

Criteria

For this award, the judges looked for campaigns that successfully integrated digital media with offline marketing activities, whether above-the-line advertising, direct marketing or sales promotion. In particular, they looked for entries in which interactive media played a central role and strengthened the whole of the campaign.

Commended

Launch of new Mini

Client BMW GB

Digital agency WCBS

Media buyer

Zenith Interactive Solutions

Shortlisted

Run London

Client Nike UK

Digital agency AKQA

Chivas 200 online

charity auction

Client Chivas Brothers

Digital agency Digitas (Europe)

Action functionality eBay

PR agency Haygarth

Lead offline agency Circle IMC

Enough

Client Drop the Debt

Digital agency Hedgeapple

Madonna global webcast

Client MSN.co.uk

Digital agency AKQA

Webcast MediaWave

Production Done & Dusted

PR agency The Red Consultancy

Sponsored by



Royal Mail