



Tiger Trap Translates Online



iMedia Connection
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i33 communications

Buick and i33 communications show how to effectively leverage a TV commercial online to develop cross-media recognition and make an impression.

Campaign Insight

The Buick Tiger Trap campaign utilized fixed placement sponsorships of the weather.com Golf Course Locator, Profile and Conditions sections in addition to what we call a Sponsor Blast for one day ownership of the weather.com Home Page and all non-purchased Local Forecast page inventory. It was a high-profile campaign that combined large reach with contextually relevant golf content targeting. The fact that the ad message was delivered via playerless-embedded video from Klipmart allowed Buick to extend offline messaging online and enhance the campaign dramatically.

- Jared Greenwald, Manager of Customer Stewardship, The Weather Channel Interactive

The creative is very cinematic by design. It has an intriguing look reminiscent of the type of online advertising used to promote an upcoming blockbuster film or a new reality TV show.

Generating buzz and awareness for Buick and the newest vehicle in the lineup, the 2004 Rainier, was our key objective. To achieve this involved a concerted effort between the offline and online components. From the filming of the event itself and promotion on TV and online media to the creation of the campaign hub - the Website itself -- the unique attributes of each communication channel were perfectly leveraged.

Using rich media banners to deploy a video trailer online was a perfect solution to grab attention and rise above the relative clutter of typical banner advertising. Again, it helped to frame this campaign up as an entertainment venue and illustrate that value to the customer.

This campaign is a classic illustration of the powerful synergy that can be created between online and offline media. TV coupled with online advertising yielded far greater results than either could have produced individually.

- Peter Galio, Account Director for Buick Interactive Marketing, i33 communications

The Panel

From a creative perspective, the Tiger Woods and Buick relationship is a true golfing metaphor: a tale of the front nine and the back nine. The round starts off pretty poorly with a couple of bogey and then consists pretty much of par after par (that's the typical 30-second commercial with the prototypical celebrity endorser). However, at the turn after the 9th, the game comes alive with a host of eagles, birdies, breath-taking saves and jaw-dropping long-distance par puts (that's Tiger Trap!).

For those of you who have never heard of Tiger Trap, click on the creative and view it for yourself. I guess that's the whole point of this week's execution, namely to draw in the "viewer" (the consumer formally known as "user") to explore the experiential fantasia of a surprise visit by the Tiger. Although I'm not the biggest fan of inserting TV ads into banners, this week's example works well as it banks on cross-media recognition, together with smart targeting and smooth high quality playback (Klipmart enabled) to make its impression.

This is one round of golf worth remembering.