

Dec-Feb 2008 winner No Boring Bits

Client: Streets Cornetto

Creative Agency: Soap Creative

Media Agency: McCann
Erickson

Campaign type: Banners, blog,
microsite, rich media, viral

Industry: FMCG

Campaign Information

The campaign was broken up into two phases. The first phase was not integrated and was solely digital. In this phase, Soap developed the strategy to take character Terry the Executioner from the Television Commercial conceived by McCann Erickson and bring him to life through Social Networks.

The second phase was a truly integrated campaign, with TV, Outdoor and Point of Sale promotion. Soap provided Digital strategy and execution. Other players included McCann Erickson (TVC) and Universal McCann (Media)

Judge's Comment

Simple idea, brilliantly executed with a great understanding of how people use the digital space now in all its varied forms.

