

## Dec-Feb 2010 winner ÜBERSELEKTOR

**Client:** Beck's

**Creative Agency:** Holler

**Media Agency:** Zenith  
Optimedia

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

**Industry:** Alcohol

### Website

<http://uberselektor.awards.hollersydney.com.au>

### Campaign Information

Fully integrating offline and online branded entertainment and content, the campaign brought Beck's positioning of "Different by Choice" to life across its sponsorship of the Melbourne, Adelaide, Perth and Sydney Festival.

Users were targeted before, during and after the events with the campaign acting as an additional stream of digital dialogue and content for festival participants. Offering real-time information from the venues, interviews with artists and photo booths, ÜBERSELEKTOR had a physical presence at the festivals as well as connecting to social media hubs and online communities such as Facebook, Twitter, Tumblr and YouTube.

### Judge's Comment

Turning a campaign into a content stream was an interesting twist for an alcohol brand, but the live projections are probably my favourite element of this campaign, effectively making the brand part of the cultural stream it was reporting on. Nice.

