

“Show me someone willing to be
thrown on the fire”

An exploration of the poet Rumi, creativity and
online brand building.

Peter Biggs: Chief Executive
Clemenger BBDO/Melbourne

A close-up, frontal portrait of a wolf's face. The wolf has thick, grey and white fur, pointed ears, and intense yellow eyes. It is looking directly at the camera. The background is dark and out of focus. Overlaid across the middle of the face is the text "HI THERE." in a bold, red, sans-serif font.

HI THERE.

Anyone who isn't confused
really doesn't understand
the situation.

Edward R. Murrow



Where's a foot worthy to
walk a garden, or an eye
that deserves to
look at trees?
Show me someone willing
to be thrown in the fire.

- Rumi

KONY 2012

A NEW DOCUMENTARY FROM INVISIBLE CHILDREN
ONLINE WORLD PREMIERE
MARCH 5TH 12PM PST







© TMZ.com / Splash News

WE ARE BONDS

SEARCH
DATE

02.12.1980

FACEBOOK
CONNECT

f FRIEND
FINDER

LOG OUT

VIEWING
MODES



USE THIS TO AUTOMATICALLY
FILL YOUR FRIENDS BIRTHDAYS
AND TO SEE WHO'S DATES ARE
STILL AVAILABLE.

WHAT'S THIS ALL ABOUT? ▾

CLICK HERE TO CLAIM YOUR DATE & FREE PERSONALISED BONDS TEE*

UPLOAD NOW

*15,000 tees up for grabs

I AM 02.12.80

I AM 01.12.80 BRANDA

I AM 02.12.80

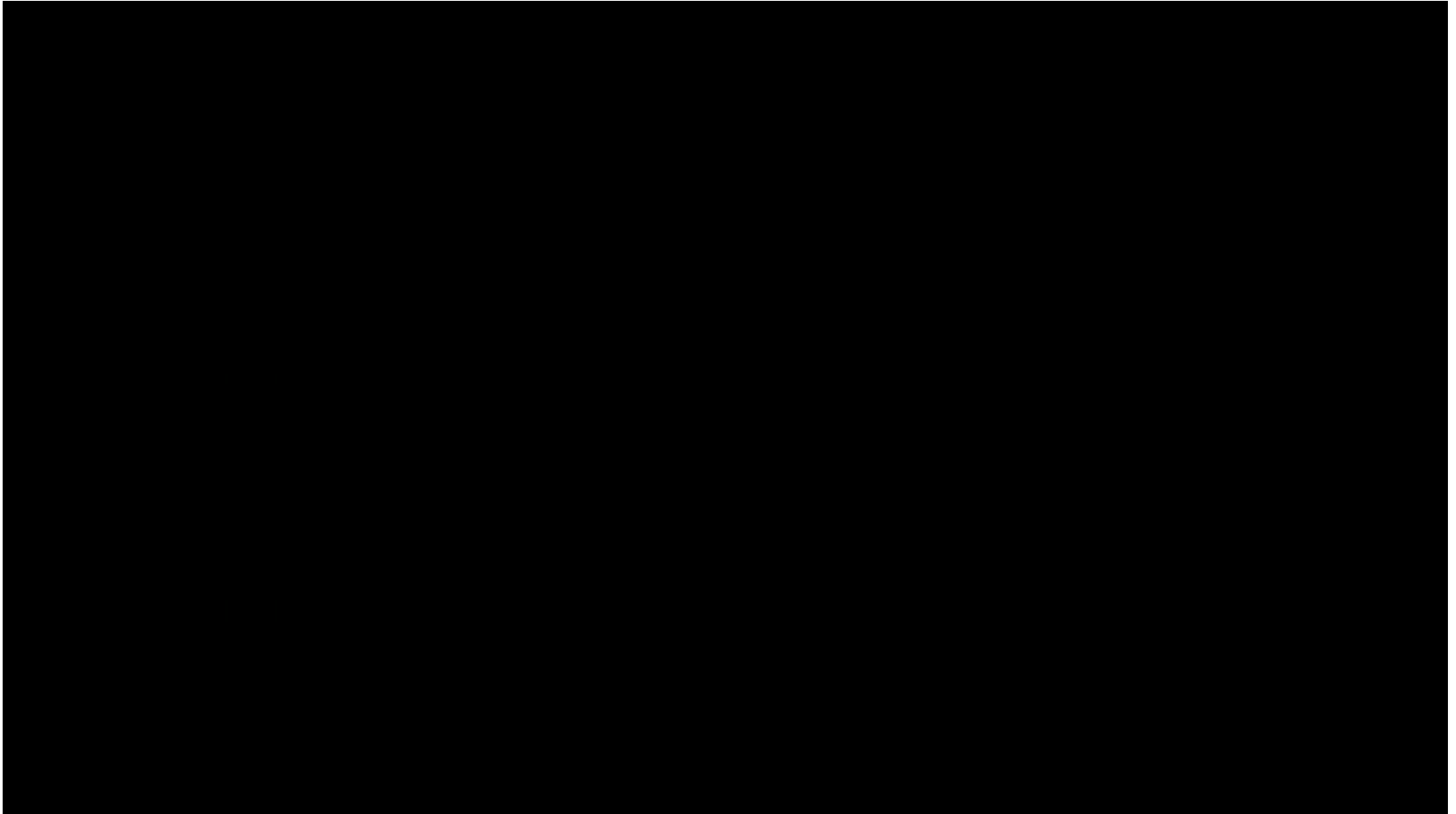
OTHERS THAT SHARE THIS BIRTHDAY

FLAG IMAGE

13664 TEES REMAINING

27609 UNCLAIMED DATES

Bonds Case Study Video





OPINION | FEATURES

Why AFL Grand Final ads could be as big as the Super Bowl

In this guest
post,

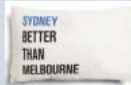


*Naked's Adam Ferrier argues
that the communications
industry has a chance to turn
AFL grand final ad breaks into
an event similar to the Super
Bowl*

The two biggest annual
sporting events in the world –
as judged by TV audience size
are the UEFA Champions
League Final (European
soccer) and The Super Bowl
(USA Football). The
advertising during the Super
Bowl is becoming as famous as
the Super Bowl itself.

Is Sydney leaving Melbourne for dead?

*It's an
ancient
debate
that
refuses to
go away: Melbourne
versus Sydney. Is the power
in media and
advertising drifting up north,
asks Robin Hicks*
The first story I wrote since
moving from Sydney to



We Are Bonds shows the fine line between failure and success in digital

Yesterday, it seemed a big ask: the Bonds Birthday
Project set itself a target of finding an Australian for every
day of the 97 years Bonds have been in business; 35,301
people in total.



Within 24 hours of the site launching, over 20,000 people
had submitted their photograph to claim their birthdays. As a campaign idea,
it's brilliant.

But as with the Share a Coke campaign, there are some shortcomings in
terms of its execution that lead me to ask whether creative agencies are best
placed to lead the digital element of this sort of campaign.

In part thanks to a PR-friendly
celebrity portrait shot and launch
event, the incredible media pick up
(breakfast TV, Today Tonight and
the newspapers including the front
page of mX all ran the story) and
massive volume of public interest
demonstrates that it's engaging,
entertaining and creates
conversation – in short, everything you'd hope a socially driven campaign in
2012 would be.



But as conversation about Bonds across social networks started to pick up
pace yesterday, common themes began to emerge.

The fact that there was no mobile
version was another criticism. People
complained they were struggling to use
the site on different browsers; that they
couldn't easily upload and edit photos,
and once uploaded, the delay in being
approved was significant, often leading
to disappointment as other users signed
up the date first.

This was compounded when the spike in
traffic following the Today Tonight



IT'S NOT YOU.
IT'S US.

We're currently working on

EMAIL NEWSLETTER



Type in your email address

Submit

FOLLOW US



12,142 people like this.

Follow @mumbrella

47.4K followers

Who is getting a payrise?

DR MUMBO

How 2UE airbrushed 2GB out of the picture

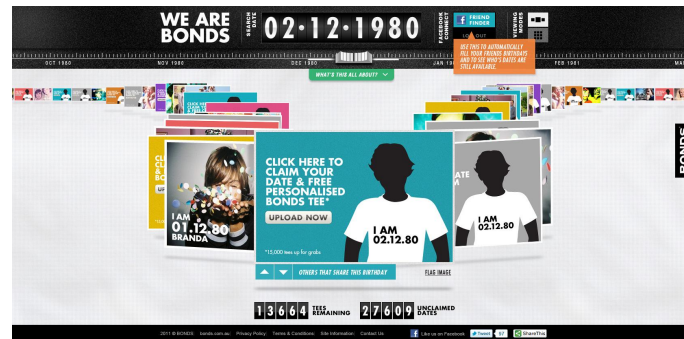
Christmas comes but 365 days a year with GroupOn

The history of Today Tonight, on six cans of Red Bull

Paytime is over

Not the target market

Lessons from Bonds



Lessons from Bonds #1

Digital is a dangerous adventure – for both agencies and clients.



Lessons from Bonds #2

It's no longer about what brands say. It's about organisations doing.

OCTOBER 19, 2012

4.9% available now.



We've returned Victoria Bitter to 4.9% to give you a full flavour and full strength beer for a hard earned thirst.

Victoria Bitter is back – as a matter of fact, you can get it now. Head to your local pub or bottle shop to get your first taste of the good stuff.

Cheers,

Victoria Bitter.

ARCHIVE

November 2012

October 2012

September 2012

CATEGORY

The Big Cold Beer Is Back

Lessons from Bonds #3

Organisations now have to think about themselves as “news rooms”.





In the shambles of love,
they kill only the best,
none of the weak or
deformed. Don't run
away from this dying.
Whoever's not killed for
love is dead meat.

- Rumi