

Oct-Nov 13 first runner up Stay Living

Client: Boost Mobile

Creative Agency: The Monkeys

Industry: Telecoms

Campaign overview

<http://thisisourawardentry.com/award/boostmobileaustralia/>

Campaign Information

Boost Mobile wanted to stand for something beyond price and plan in the pre-paid mobile category. So, The Monkeys created the unconventional Stay Living campaign, which moved beyond merely being a brand idea into a philosophy to life.

A series of provocative online zombie films, where four kids use their Boost mobiles to stay connected and stave off the brain-dead corporate zombies they don't want to become to 'STAY LIVING', was created as a metaphor of Boost Mobile's prepaid plans helping you stand against a world of zombies.

The campaign generated a 162 percent average weekly sales increase and the biggest everyday and week sales web traffic, with 5.3 million minutes of time spent watching the videos.

Judge's Comment

Great work here from the Monkeys to connect with Boost's teen audience through straight up cool branded content that entertains, rather than going down a path of disruptive ads or complicated apps.

