

Creative Labs Case Study

CREATIVE



Vado HD Case Study

Challenge: Creative Labs launched its new Vado HD pocket video camera. As part of its ongoing customer relationship and sales program, Creative Labs offered the opportunity for consumers to name the new product.



Vado HD Campaign

Air Advertainment created a custom in-flight brand experience on Alaska Airlines/Horizon Air for Creative Labs that allowed for multiple consumer interaction opportunities.



Name the Vado HD ? Contest

- 1) Grand Prize winner receives **\$1,000 Shopping Spree** on www.creativelabs.com.
- 2) Top 5 runners-up will receive a Vado HD 3rd Generation Pocket Cam.
- 3) All entries will receive 30% off the Vado HD 3rd Generation (over \$50 savings*).
- 4) Instant prizes given daily, including select headsets, webcams, MP3 players, and speaker systems.

*Based on \$179.99 retail price on www.us.store.creative.com. Visit www.NameVadoHD.com for complete contest rules and regulations.



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We're looking for a new name for the Vado HD to replace the "3rd Generation." So put your thinking caps on and enter right now for a shot at the **Grand Prize worth \$1,000.**

Capture Life in HD

See it, shoot it, share it, all in high-definition. Creative's ultraslim, 3rd Generation Video Camera makes it easier than ever to record outstanding videos. The Vado HD 3rd Generation features:

- Instant one-touch recording
- High-definition widescreen video
- Still-photo capture
- Built-in USB connector – plugs directly into your computer without extra cables
- 4GB memory capacity – up to 120 mins. of video recording or 7,000 HD photos
- Built-in software – easy video editing and sharing via YouTube and Facebook
- Works with PC and Mac



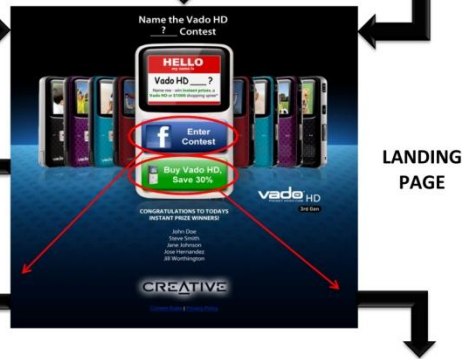
Always use your phone in airplane/flight mode

Enter Now

text: vadohd to 45384
email: name@NameVadoHD.com
visit: www.NameVadoHD.com

Vado HD Campaign (cont.)

- Aligned tech-friendly routes (northwest) to meet clients' interaction goals.
- Distributed over 25,000 Vado HD custom branded in-flight snack boxes.
- Developed complete measurement and CRM plan for best in class consumer experience.



CONVERSION RATE

LANDING PAGE

FACEBOOK PAGE
(ENTER CONTEST)

CREATIVE HOME PAGE
(MAKE PURCHASE)



Name the Vado HD Consumer Experience.

Reporting

Results measured, tracked, and recorded.

Measurable ROI

Number of boxes disbursed, social interaction, means of interactions, number of entries, number of votes, etc.

How Did We Do for Creative Labs?

- Creative Labs saw a sharp increase in weekly sales, social media interactions, website traffic, and traditional press coverage.
- Results Highlights...
 - 80.2% weekly sales increase during promotion
 - 22.6% conversion to *Facebook* from our custom-designed Vado HD Web landing page
 - 36.1% increase in Web traffic

Don't Just Take Our Word

“We tried Air Adertainment at the same time that we tried a number of other advertising vehicles for our Creative Vado Pocket Video Cam, and Air Adertainment delivered the best results. Looking ahead, we would fine-tune our advertising even more to make sure we took full advantage of Air Adertainment’s capability to reach a strong consumer base with significant purchasing power.”

– **Brian Humphris, Director of Sales and Marketing,
Creative Labs, Inc.**

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WHO'S THE SURE BET FOR DELIVERING AN AFFLUENT AUDIENCE?

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Ad-Supported Food Lands on Horizon Air Flight

Programs by Air Advertainment Let Marketers Sponsor Snack Boxes

By [Michael Bush](#)

Published: [May 24, 2010](#)



NEW YORK (AdAge.com) -- Passengers boarding Horizon Air flight 2631 from Seattle to Portland early this morning were treated to an in-flight rarity: free food.



The snack boxes were part of a marketing program from Air Advertainment in which marketers sponsor free meals or snack boxes for all passengers. Brands that take part in the program will be allowed to determine

the list of snacks passengers receive. The snack boxes for the debut attempt -- on behalf of Creative Labs, a consumer-electronics company -- include Stacy's Pita Chips, pretzels and a Hershey's chocolate.

Flight attendants will alert all those on board that their meals are being sponsored by Creative Labs. Inside the branded box will be messaging directing consumers to text and e-mail a message to the company or visit Creative's website, where they can access a Facebook contest. Those who text or e-mail Creative immediately after landing will have the opportunity to win prizes or a shopping spree on the company's site.

Passengers can also keep the snack boxes, but in some cases they may receive additional rewards by dropping them off at

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CALL FOR ENTRIES EXTENDED

Ad Age's Hispanic Creative Advertising Awards in association with AHAA



Final deadline: May 25, 2010

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SPECIAL REPORT

Advertising Age thought the campaign was pretty cool, as well.

About Us...

Air Advertainment, LLC, is a privately held, fully integrated company founded in late 2008. Air Advertainment specializes in both the development and the logistical coordination of unique, progressive marketing concepts within the airline industry. By utilizing its marketing and advertising expertise and media-rich network, Air Advertainment connects the high-caliber advertiser with the regional, national, and international airline carriers.

In 2008, Air Advertainment began developing an innovative, patent pending, “first of its kind” advertising opportunity. Entitled “the free lunch/snack program,” the goal of the program is to build brand awareness, loyalty, customer satisfaction, goodwill, and additional revenue for airline carriers, while delivering a powerful punch for advertisers across multiple channels. Utilizing the huge airline customer base, Air Advertainment has the ability to deliver a virtually untapped world-class demographic.

Air Advertainment’s value proposition is advantageous to the airline carrier, food manufacturer/distributor, agency/brand, and consumer (in this case, the agency/brand). Air Advertainment has successfully integrated all parties within the current airline infrastructure and launched the program in Q2 of 2010.