



Drillteam

Things we do

Capabilities Presentation

May 2008





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Things we do

We collaborate with consumers to build brands.

- _ We're experts in how to leverage Web 2.0 for brands
- _ We approach brand communication + innovation through engagement

Brand collaboration expertise

- Social networks. Blogs. Web 2.0. Word of mouth. Influencers. Live event activation. Brand ambassador networks. Online collaboration tools. Engagement. Relevance. It's all connected through a mindset of interactivity and consumer control.





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Things we do

Fancy Clients.

- _ Target
- _ Toyota
- _ Virgin Mobile
- _ Nike
- _ Nestle
- _ Microsoft
- _ Neiman Marcus
- _ Saucony





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Things we do

The premise.

You know it. You know that a post-internet, on demand, customized, web 2.0, networked, blogged, texted, tagged life means that **your customers relate to you differently**. I mean, this isn't news or anything.





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Things we do

Consumers expect more.

First, they expect to be treated not just as consumers but as **co-creators in your brand experience.**

They **expect a conversation. A direct, authentic exchange** rather than one way communication.

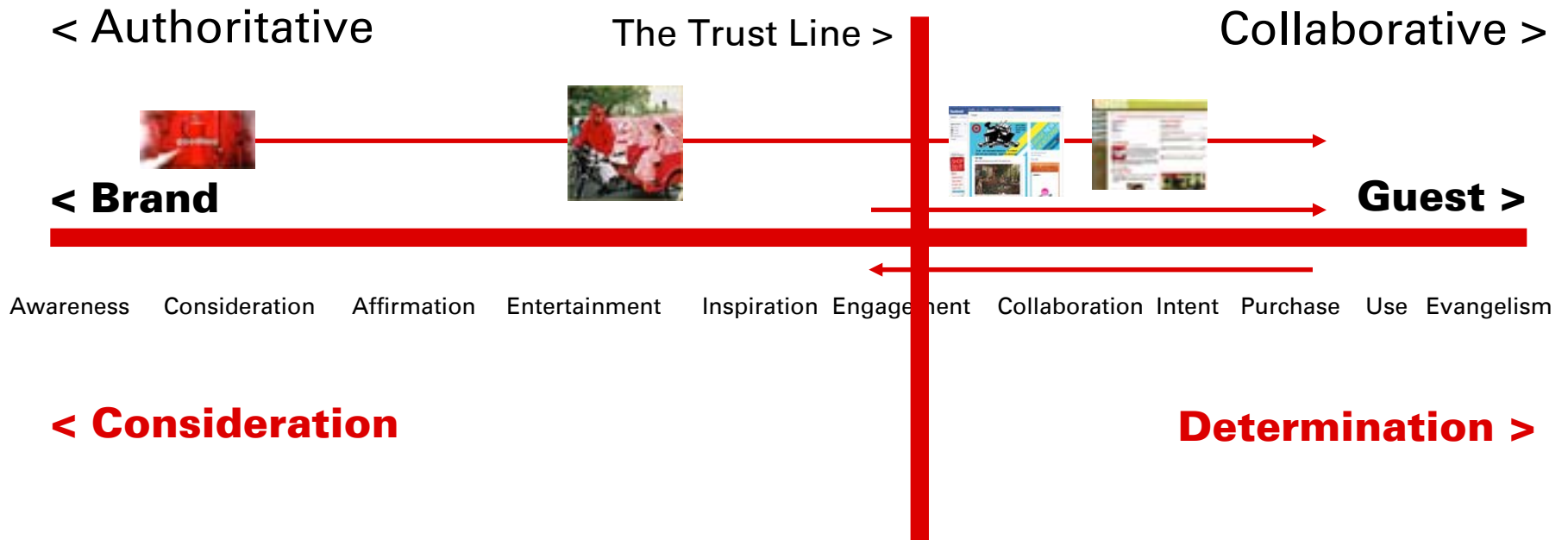
They also **expect marketing to facilitate THEIR conversations,** and allow them to connect what they love about your brand to their friends.





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Things we do

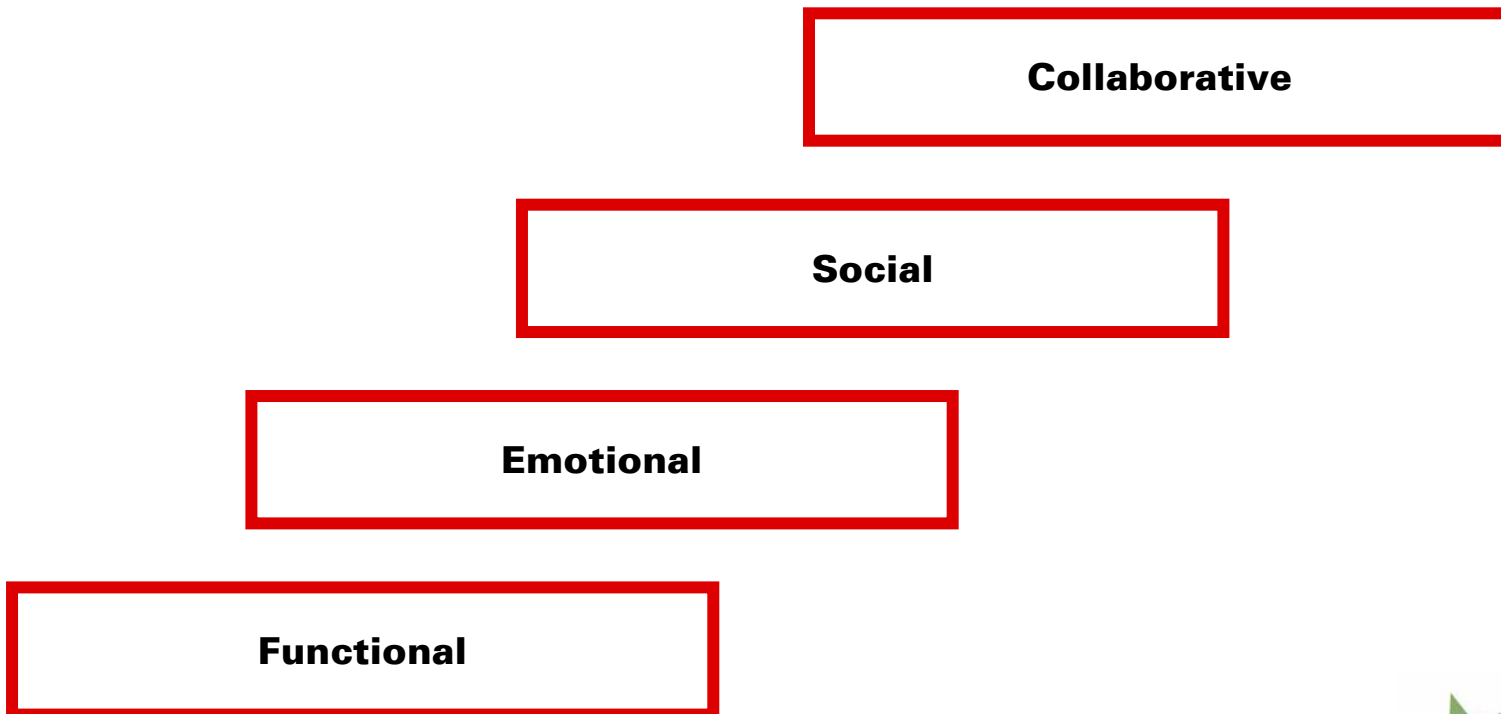




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Things we do

So how do we climb the (2.0) brand ladder?





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Things we do

Answer. Collaborate.

Find out **everything there is to know** about your consumer.

Work with **authentic partners** that your target consumer recognizes.

Collaborate with your consumer on brand experience, marketing, content creation, and product development to **make your brand relationships more relevant and engaging.**





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Things we do

Case Studies:

- _New York Magazine's NYXNY Series
- _Toyota Yaris SXSW and YarisWorks
- _Neiman Marcus BlogontheCusp
- _Target U
- _Toyota Heya





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Things we do

Something we're doing now.

NYxNY for New York Magazine

Now in our second year, New York Magazine's event series attracts a hipper, younger crowd.

Challenge.

Attract event series sponsors who appeal to a younger demo, while developing a younger fan base.

Approach.

Actualize lowbrow/highbrow concept through an event series combination of music, comedy and other activities that communicate the editorial voice, while also giving young adults to express their voice.





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Things we do

New York x New York.

- _ Karaoke Madness with Of Montreal playing the backing band as fans such as Paul Rudd, with Michael Showalter as the emcee. Voted one of the top 10 music event of 2007 by StereoGum.
- _ Secret Kitchen with the Vegan Chef from Post-Punk Kitchen.
- _ Bad Art Auction: Destroy art for a good cause, emceed by Zach Galifianakis, art destruction soundtrack by a live Band of Horses show.
- _ Currently planning NY Mag's 40th anniversary and more NYxNY events.



Benefit to NY Mag:

- _ Signed on Diesel Jeans, POM teas, and Verizon as sponsors and ad buyers.
- _ Generated positive PR and blog appreciation
- _ Generated ticket sales to offset event costs while also signing up 5,000+ attendees and new subscribers.





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Things we do

And another thing.

Toyota Yaris.

The new Toyota subcompact. Affordable. Fuel efficient. Cute. But not VW cute.



Challenge.

Launch the car to upbeat indies – a hard to convince market that respects Toyota but doesn't love them.

Outpace competitive Honda and Mazda launches.

Approach.

Engage 18-34, Influential creatives by celebrating and collaborating with DIY communities across the country.





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Things we do

The launch. Yaris. SXSW.

- _ Launched campaign in 2006 at SXSW – the embodiment of the indie spirit
- _ In 2008, we launched the SXSW planner tool online, with mobile updates, in partnership with indie music blog partners The Austinist, Venus Zine, Done Waiting, Gorilla vs. Bear, Brooklyn vegan and KVRX.
- _ Provided Yaris shuttles and sponsored shows in partnership with FreeYrRadio.



The tour. Yarisworks.

- _ Continued SXSW success and expanded to include all indie, DIY culture
- _ Developed local board of advisors to localize events and in 12 markets
- _ Local advisors promoted through local blogs and social networks, as well as through local retailers and alternative weeklies
- _ All events were educational and collaborative, as well as promotional
- _ Produced over 100 events nationwide in 12 weeks
- _ Total event attendance exceeded 100,000
- _ Total media impressions exceeded 100mm





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Things we do

Another thing, this time for luxury

Neiman Marcus Cusp

Cusp is Nieman Marcus' bridge to a younger mindset. Smaller, hipper stores are designed to lure those who might regard the traditional Nieman's as a bit staid and formal.

Challenge:

How do you appeal to the self-made woman who wants a more fashion-forward experience.

Approach:

We focused on externalizing the brand story, by launching the store with a blog that represented the best of the best curated fashion, and creating events that communicated the idea of the store as a fashion and cultural destination.





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Things we do

BlogOnTheCusp.com:

The blog features up-to-the-minute trends, open for everyone to see, and launched a blog seeding strategy to promote blog content, events, and merchandize and to drive store traffic online and offline.



Results:

- _ Neiman Marcus viewed the engagement strategy for Cusp as a living laboratory to learn about who the customer is, and how she connects to various forms of events and new media.
- _ Through engagement, Neiman Marcus and Drillteam were able to develop a brand strategy for Cusp to evolve the company from 4 local stores to a nationwide.
- _ The blog was the precursor to a new ecommerce site, Cusp.com.





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Things we do

A team that's evolving.

Target U

In 2005, Target identified an interest in developing better relevance and advocacy among the “Young Adult” segment. Drillteam was hired to consult on their Back to College campaign and to develop a sustained approach for this market.

Challenge

Differentiate target from “copycat” competitors and segment specialists (bed & bath, electronics, etc.).

Approach

Actualize brand and product values through (1) education about design and the brand and (2) early product news, information and sampling.





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Things we do

Target U goes public.

- _ A network of nearly 2,000 18-24 year olds at over 500 universities, resulting in 260k meaningful brand interactions.
- _ Target refines its crucial Back to College marketing strategy, messaging, and execution through constant feedback.
- _ Target team members spread the word about the latest guest designer collections at Target and help jumpstart buzz on youth-centric initiatives.
- _ Target vendors such as J&J's Neutrogena utilized the team new product launches, distributing 83k samples, 50k coupons and 7k other promo items through peer-peer sampling.
- _ In 2008 we will create a public presence for the Target U team to expand reach and awareness among college students.





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Things we do

And our dream team.

Toyota Heya

“HEYA” means “room” in Japanese. We’ve built an online community room for Toyota that acts as a rec room and art studio, inventor’s garage and screening room. We’ve recruited 600+ young adults to collaborate directly with Toyota.

Challenge.

Understand how to increase engagement, relevancy and emotional resonance with young adults’ perception of Toyota.

Approach.

Ongoing series of conversations, research projects, collaborations, and sponsored member projects all supporting the idea of learning through project teamwork.





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Things we do

How to Engage with Heya:

Level 1: The Quick Read. Heya members are eager and ready to give constructive feedback.

Level 2: Insights Generation. Heya members are available to participate in more in-depth research studies, including journaling, self-filmed video ethnography, or user-generated reports on events and offline activities..

Level 3: Deeper Engagement. Heya is an ideal forum to reach out to young adults in communities that Toyota wants to Target.





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Things we do

Heya Level 1: The Quick Read. Matrix “Your Other You” Feedback

At the early stages of launching the Your Other You online campaign, Heya members were asked to prank a friend and give feedback.

Feedback: Members responded with a number of technical glitches on the initial sign-in form and also with concerns about data privacy issues.

Results: Toyota interactive chose to change the form to make sign-in easier, and also removed some of the more offending content that was not critical to the game’s success.





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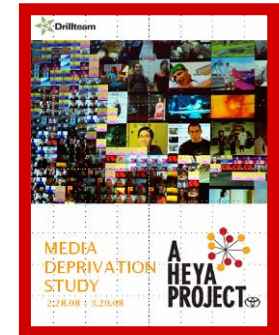
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Heya Level 2: Insights Generation. Media Deprivation Study

4 week blogging exercise with 7 Heya members, who gave up print and live TV, and told us about their experience.

Feedback: The most surprising findings were that print caused serious deprivation pangs, while TV caused none. Also, the blogger's social and emotional context seemed to take precedence over content when making choices about what to experience.

Results: these qualitative results will be built into further quantitative studies and used to reallocate media spend.





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Heya Level 3: Deeper Engagement. Heya Natural Selection

Toyota Heya sponsored Quiksilver Natural Selection in Jackson, Hole, WY, and worked with cinematographer Rich Goodwin to develop the You Shot This! behind-the-scenes video which we screened on the mountain during the weekend of the event.

Feedback: feedback on the mountain from pro riders, extreme sports writers, locals was unanimous – partnering with local enthusiasts trumps logo-blazing sponsorships that are the typical extreme sports outreach strategy.

Results: The You Shot This! video spread virally online, but was also lauded by traditional TV media outlets such as Fox News and EXPN, giving the video a total impression reach of over 5 MM.





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Things we do

Social networks. Blogs. Web 2.0. Word of mouth. Influencers. Brand ambassadors. Engagement.

That stuff is all connected through a mindset of interactivity and consumer control. That stuff requires something more than new tactics. It requires a new approach. **A new process.**

That approach is what we call **collaboration.**

You want some help navigating?

Good. **That's what we do.**

