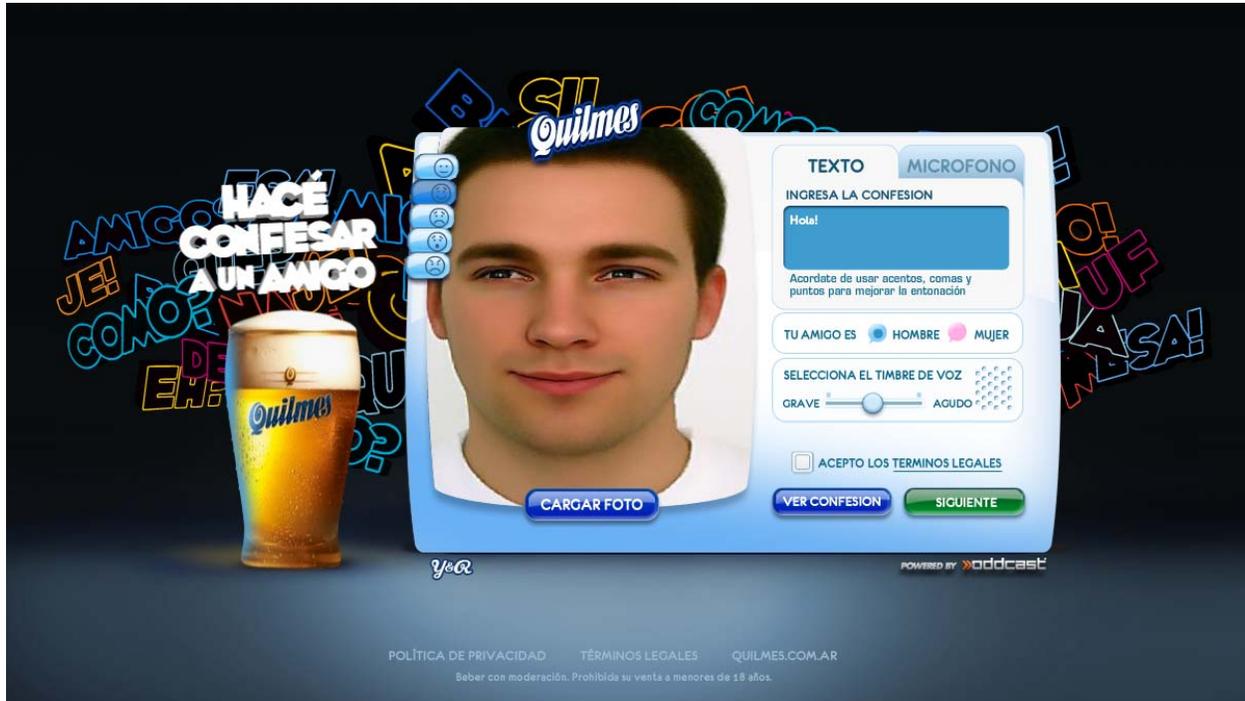


Case Study: Quilmes' Hace Confesar a Un Amigo



Overview

Quilmes Beer saw Argentina's National Friend's day as the perfect opportunity to promote their brand as Argentina's beer. Y&R Argentina teamed up with Oddcast to launch an interactive viral campaign, "Hace Confesar a Un Amigo" (Make a Friend Confess), which allowed users to force 3D recreations of friends to confess a secret. Like any secret, online or off, the application spread fast.

Design and Distribution

The instant success of the campaign had much to do with the realistic faces generated using 3D PhotoFace technology. The large and clear face was the center of the action and users spent record time on the application editing and creating messages. The "Hace Confesar a Un Amigo" campaign was the first to use new custom emotions for the 3D face. After uploading an image, users could alter the facial expression of the 3D face, creating believable changes in mood. These custom emotions likely contributed to the extended amount of time users spend interacting with the application each session; this campaign nearly tripled the average time spent on Oddcast applications.

Sharing options were simple for the application: email, grabbed URL or embed code, or post to Facebook. The percentage of viral sessions was remarkable, especially considering the application was guarded by an age gate.



Goals and Metrics

The main goal for the campaign was to gain brand exposure, best measured by number of user interactions and time spent on the application. Oddcast, Y&R Argentina, and Quilmes Beer all hoped for these metrics to be high, but the success of the campaign could not have been predicted:

- There were almost 6 million user interactions in the first month.
- The average time spent on application was close to 12 minutes.
- Over 600,000 messages were created in the first month alone.
- 77 percent of application users came from a viral source, whether it was an email, a posted creation, or a grabbed and shared URL.