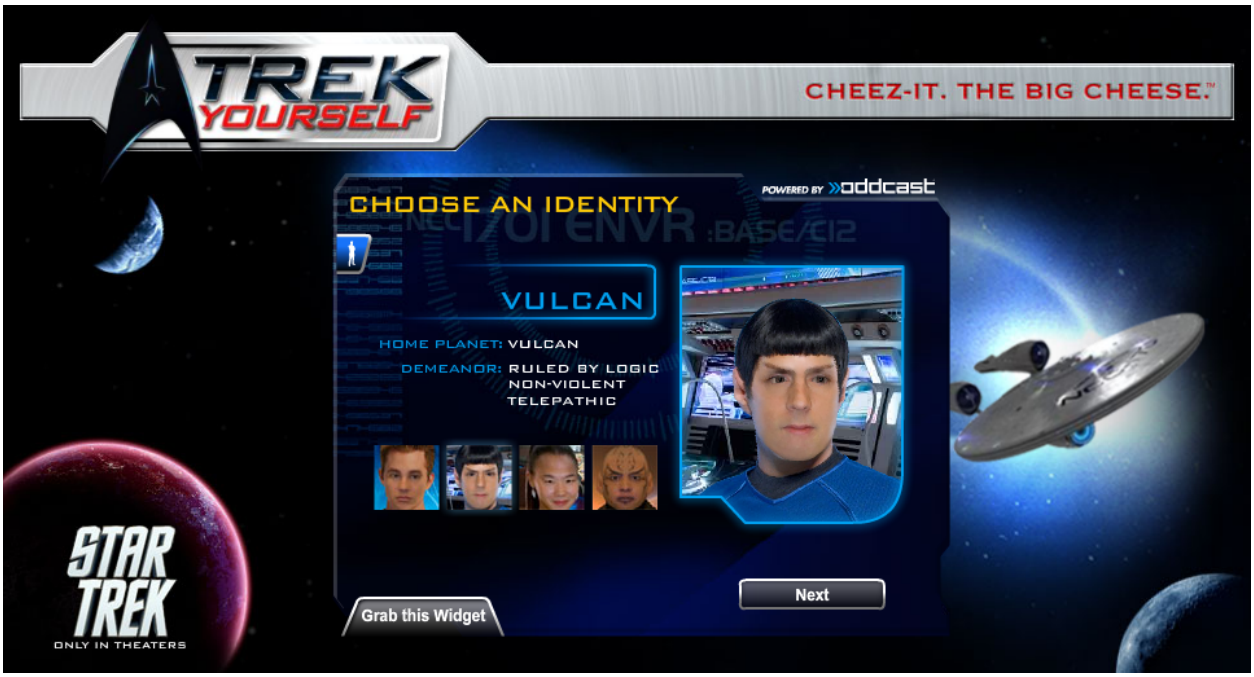
Case Study: Kellogg's *Trek Yourself*



Overview

Kellogg's Cheez-It brand and Paramount, the studio behind the new *Star Trek*, launched a major cross-promotion in the months leading up to the film's release. Brigandi + Associates and Oddcast worked together to create *Trek Yourself*, which allows users to upload a photo and transform themselves into a member of the star ship's crew. The campaign was designed to maximize distribution and earned media interactions by deploying widget technology, enabling user interaction with the content on an array of third-party sites.

Concept and Design

When Brigandi + Associates approached Oddcast about collaborating on a campaign involving a cross-promotion with the upcoming re-launch of the *Star Trek* franchise, everyone in the room knew that it had the potential to be a significant success. The potential increased when we learned that Cheez-It packaging would include a promotion of the digital campaign. Simple, well-executed concepts are often the best, and Brigandi's ideas for this campaign were no exception. What would grab the attention of *Star Trek* fans, especially those immersed in the culture and world of the franchise? How about transforming into one of the crew members of the *USS Enterprise*? The premise of *Trek Yourself* is incredibly basic: upload a photo and morph it into a character from the film, type in a message using text-to-speech or pick a prerecorded audio, and share with others.

Distribution

We knew that the success of this campaign would depend on how easily users would be able to share their creations. Oddcast's core sharing engine allows for email, posting to social networks and blogs, and grabbable URLs, so sharing creations was covered. But even with an unprecedented level of viral potential, we believed this campaign could still reach many more *Trek* fans: conversations about the movie were taking place across the web, on hundreds of sites and discussion boards, and it would be an uphill battle to convince all of those readers to click through to the central site at http://www.trekyourself.com.

Our solution: Take the application to the fans. Or, more specifically, get the fans to take the application to each other. Oddcast built *Trek Yourself* as a widget that anyone could grab and place on their own page, blog or profile. Each of these placements contained a full-featured version of the application and functions as an additional viral hub.

The widget model was instrumental to the campaign's promotional efforts. Our partners reached out to sites and blogs focusing on movies, science fiction, and *Star Trek*, and the feedback from editors was phenomenal: we were able to position the application as free topical content, and within a week of the campaign's live date hundreds of sites were hosting the application and functioning as free distribution hubs. Within 2 weeks of the campaign, thousands of blogs and web sites featured the application, enabling their users to participate in the campaign right then and there, on the sites they visited.

Goals and Metrics

Oddcast worked with Brigandi and Kellogg's to establish three major criteria for determining the success of the campaign. The Cheez-It team was looking for brand exposure, and specifically, high-quality interaction between users and the branded content. We measured this by looking at three these metrics:

- More than 1.9 million user interactions, including 900k users of the application itself and 1 million interactions with posted content.
- 37% of application users uploaded a photo to personalize their creation.
- The average session length for these users' sessions was 5:47 minutes, a significant amount of time for a user-generated campaign (average session lengths are usually 2-3 minutes).
- 46 percent of all application users came to the application from a viral source, whether it was an email, a posted creation, or a grabbed and shared URL.
- 11,000+ versions of the application have been grabbed as widgets and installed on social network profiles, blogs, and content aggregators across the web.