



CLIENT:

Network 10 / Starcom Australia

PRODUCT:

Australian Idol Party Bus

OBJECTIVE:

Increase awareness and educate the public about the new Australian Idol 3 Series.

STRATEGY:

The Australian Idol Party Bus targeted key Melbourne locations to promote the new Australian Idol 3 Series. The campaign comprised of three strategies:

- :: Weekend Idol Events – Locations were selected based on their predominant location in Metropolitan Melbourne and large demographic traffic flow on the weekend – Southbank, Federation Square and St Kilda. A Karaoke Competition took place with celebrity judges on location. Giveaways and Prize Packs were distributed.
- :: Suburban Idol Events – Locations were determined based on a Fox FM competition. The Australian Idol Party Bus arrived at Melbourne workplaces, schools and community locations during the weekday. A karaoke competition took place on location. Giveaways and prize packs were distributed.
- :: Mobile Idol – To build awareness of the new Australian Idol 3 Series the Party Bus drove the streets of Melbourne as a mobile billboard.

ELEMENTS:

- :: Australian Idol Party Bus Promotional Staff
- :: Karaoke Competition Giveaways and Prizes
- :: Fox FM Advertising & Registration Celebrity Judges

SERVICES:

- :: Design and management of the Australian Idol Party Bus
- :: Scheduling incl. permits Weekend and Mobile Idol locations
- :: Comprehensive training and recruiting of all staff
- :: Management and coordination of Karaoke element – audio and technical staff, staging, lighting, music/songs, timings
- :: Full reporting via video & digital photos

RESULTS:

- :: 68,400+ consumers participated directly in the Australian Idol Party Bus Campaign

