

Movistar / Arena Quantum

Movistar taps into sports fans' passion with a 'Battle of the Tweets'

Background

Movistar Imagenio's new piece of interactive advertising was an ambitious campaign pioneered by advertising agency McCann Erickson and creative agency Arena Quantum. The agencies turned to MediaMind to deliver the campaign, which enabled processing banner interactions of thousands of fans as they enthusiastically used Twitter to support their respective teams: Real Madrid CF or FC Barcelona.

Movistar Imagenio, an IPTV television service provided in Spain, invited fans of Real or Barça to demonstrate their passion for soccer by tweeting their support via banners on EIMundo.es.

Campaign Details

Advertiser: Movistar

Media Agency: Arena Quantum

Creative Agency: McCann

Technology: Twitter Connect, FileGrab



Implementation

Movistar's campaign used the homepage of EIMundo.es as a huge screen based on the new **MastHead format** (a large 990x250 format), which was debuted for the occasion. Its expansive dimensions allowed Movistar Imagenio high visibility throughout the day. The banner encouraged users to take part in a 'battle of the tweets' and to watch a video introducing Imagenio Energía.

Real-time tweets appeared in the ad for each team to see who has more 'energy'. More than three hundred thousand users viewed Movistar's video for the campaign "Imagenio Energía" in the ad.

The thousands of simultaneous requests that a campaign with this type of creative concept can generate are enough to bring a server down in minutes. MediaMind developed a solution to this challenge called FileGrab. FileGrab enables heavy files stored on external servers to be captured and stored on its own CDN, meaning it can process a large amount of traffic seamlessly, which is what happened with the Movistar campaign.

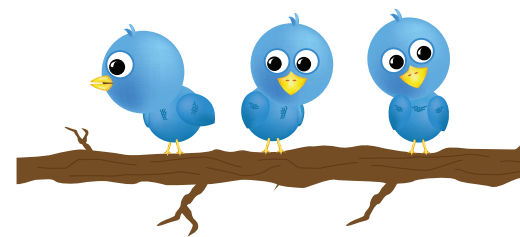
Results

A significant percentage of users intentionally chose to engage with the campaign. The average dwell time of users interacting with the campaign was 53 seconds and **the average dwell rate¹ was 17.27%**, nearly **three times** the Spanish benchmark of 6%.



“ The most striking thing is that the rate of impressions with dwell time was almost three times the average for the Spanish telecommunications sector, confirming this new format of ELMundo.es as great brand placement. ”

César Alonso | Head of Online Advertising Media at Movistar



[Click here](#) to see the demo

¹ Dwell Rate is the number of impressions that were dwelled upon out of all impressions. Dwell is defined as active engagement with an ad.