

Reebok Rondo - Case Study

The Concept

The mobile solution was based around our concept of “You Got Rondo’d” - a term we created to describe the result of positive basketball moves by the NBA player Rondo i.e. quick movement against the opposition and scoring points

Inside Mobile created a number of specially produced videos featuring basketball legends to explain the concept to the consumer. A ringtone was also produced which featured the legends saying “You Got Rondo’d”.

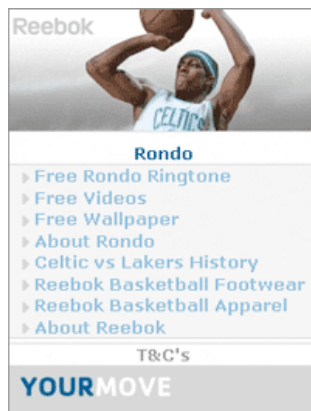
The ringtone however, was the basis for the most successful element of the campaign, it gave Boston Celtic fans a true point of reference for the campaign and won their hearts and minds as take up of the application grew exponentially

The working mechanic was as follows: Each time Rondo made a signature play all users who had opted in were called via their mobile phone, resulting in the simultaneous play of the phrase “You Got Rondo’d” via the speaker phone, it was an extremely audible force in the stadiums and bars housing Boston Celtics fans across America

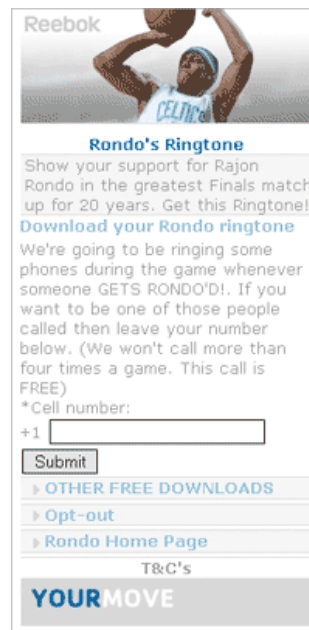
The Mobile Site

A rich mobile internet site was created to give Celtic Fans access to downloads, product information and game stats. Our Rondo mobile internet site was tailored for the channel with an emphasis on 'snackable, short experience content. Below are screenshots from the mobile site produced.

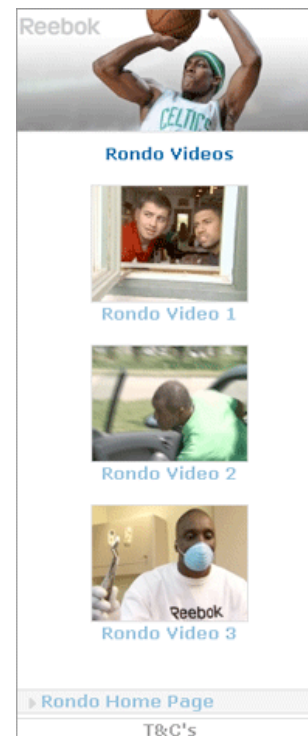
Homepage



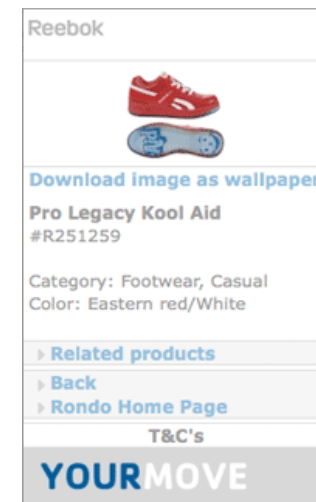
Opt in Form



Video Downloads



Product Catalogue



The Execution

To deliver the concept Inside Mobile managed a number of Reebok agencies to produce the finished solution.

As a Reebok initiative it was important to have placement on the website. Inside Mobile also worked with reebok's web agency Zugara to create a mobile call-to-action as part of the Rondo webpage's.

This involved capturing user details and passing them to the mobile platform provider. These were then used to create a mobile response enabling the consumer to access the mobile internet site

Website Call-to-Action



Pop up window activated prompting users to enter mobile details

The Execution

In addition to the website, there were several other channels used to access the mobile site

Inside Mobile negotiated and purchased mobile media inventory with Yahoo for placement of the Rondo banners throughout the NBA finals. A spend of just \$25,000 was used to gain momentum with the campaign

Mobile Banner



Inside Mobile also identified the opportunity to connect with fans within the stadium itself. Mobile call to actions were created to be broadcast on the stadium in-house screen the 'Jumbotron' throughout the game as well as 'call to action' leaflets distributed across key cities (in known Boston Celtic's venues) during the evening and when ever a game was being played

The Results

The campaign was a success and fulfilled Reebok's brief to position them as an innovative brand amongst the Boston Celtics fan (one of the most popular Basketball teams in America). The concept received global coverage both in and out of industry press

The key success for us however, was the delivery, from concept to full delivery in just eight working days. All aspects, from site architecture planning & approvals to sourcing and approving a technical partner for the ring tone / ring back facility meant that we had to push our project management processes to the limit (usual turn around for such a project would be expected to be circa 6-8 6weeks)

The mobile site received almost 571,000 individual visits resulting in 1,467,000 content page views.

The specially produced mobile content, that formed a basis for the viral campaign, generated over 216,000 downloads. The "You Got Rondo'd" ringtone had over 190,000, a significant number of Boston Celtics fans!