

Hand to Hand

MANO  MANO



XBOX 360

Universal McCANN **NEXT
THING
NOW**

The Challenge: Position Xbox as the ultimate videogame console vs Wii and PS3 launch

The Insight :

Sports, particularly Soccer and Soccer celebrities have always been a fantasy that the target lives in their minds

The idea:
NOW FOOTBALL IS PLAYED WITH THE HANDS

Create a connection plan that delivers hand's on experience:
Brand promotion – Register sales tickets in manoamano.com site
Mass media and viral marketing support
Event – for winners
Prize – Fly to Barcelona and watch Rafa Marquez play

Results:
+8.8 SOM
10K registers = 10k sold
consoles / accessories
Raised in awareness
Mexico –became 4th most
important market



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