

Back to vinyl - the office turntable

Kontor entertains creative directors with real vinyl.



BERLIN, GERMANY: Kontor, the world's biggest dance-music label, wanted to promote the new Boris Dlugosch release to the advertising industry. The challenge, however, is always bigger when you have to deal with the hard-to-impress audience of agency creative directors.

Insight

Kontor, had to create something that would be so unique that would make them actually listen to the new Dlugosch release. Working as a talented DJ, the brand chose to amuse its audience by tuning them in through real vinyl. They decided to send the creative directors a flash from the past -a real good RPM instead of a CD, MP3 or USB.

Execution

However, as impressive as a vinyl is, it is equally hard to get it playing. Creative directors do not consider a turntable as a useful object to own anymore, therefore Kontor needed to put a spin on things, literally. The vinyl disc was delivered to the creative directors accompanied by a custom made 'turntable', made from the envelope and a QR code through which they would play it.

The only thing that directors needed to do was to flip the envelope and put the disc on the 'turntable'. By activating the QR code with their phone and placing it over the record they were able to listen to Boris's track. As an extra surprise, the company allowed them to play additional tracks and contact Kontor through the connect icon.

Results

In order to attract the valuable attention of their challenging audience, Kontor created a genuine idea that mirrored perfectly the character of the business and its products. The campaign succeeded in catching the eye of the creative directors by elegantly fusing the retro cool technology with the smart modern technology.

Out of the 900 Turntable QR codes, 71% of them were activated. That corresponds to a 64% more response than the average.

42% of them followed the link to the Kontor Online Store

Additionally, the company earned great feedback from some of the most powerful people in the industry.

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