

VWV rolls out OBYS Kenya campaign

Cell phone service provider Orange has appointed brand experience agency VWV to develop Orange beat ya Street, a brand-building consumer awareness activation for the Kenyan market.



VWV EMEA CEO Terry Behan says, "Based on the challenges faced by Orange, we looked at a series of opportunities and territories that would best suit the brand and business requirements. It became clear that the strategic business requirements indicated a need for a fully integrated activation. Orange also made it clear that it wanted a focused, energetic, engaging process. Something that would turn heads and appeal to its consumers and in so doing help grow their equity in the market."

Orange beat ya Street

VWV's solution was the development of OBYS or Orange beat ya Street - essentially a street dance competition that runs in all the four major cities and centres across the country and is flighted on prime time television, winners are selected and go through to compete in a grand finale in Nairobi.

"This was an experientially and digitally driven campaign, supported by a through-the-line advertising campaign. OBYS essentially lives in digital space, the whole experience is designed to promote and position Orange as a brand," says Behan.



Winners

Dance-off in each region

Street dance crews uploaded their videos to a digital portal. The public voted for the performances and the top eight crews per city went through to a dance-off in each region. The show was broadcast on NTV on prime time television between 8pm-9pm on Saturday night. The 12 part series culminates in a live broadcast of the grand finale which was aired on 5 October.



"Additional behind-the-scenes footage was released via the digital platform, as well as on various social media sites like Facebook, Twitter and Google +."

Behan goes on to say, "We strategically developed opportunities for Orange that allowed them to own their own property that has been exclusively tailored to its business objectives. To the world it may appear as just another amazing activation, but to the Orange target market it's exactly what they're asking for and we have

helped Orange give it to them as a specific property."

More than 2,500,000 votes were received for the various dance crews, and handset partners Alcatel sold out of its promotional T-BOB unit.

Orange data usage reportedly went up exponentially during the campaign, proving that the brand-building consumer awareness activation was an enormous success.