

PenQuin International delivers Van in a Van

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Creating a fan-centric experience for Sony Ericsson's recent Van in a Van campaign meant that the PenQuin International team had to deliver a tactical experience to consumers across the country using multiple touch points.

Wayne Flemming of PenQuin International explains, "In essence our key task was to produce a campaign where the lead persona, Van, went around the country to capture the World Cup gees directly from fans, wherever they happened to be, and report back on these experiences through social media and then radio."

In conjunction with FIFA, Sony Ericsson and Primedia Broadcasting, PenQuin employed Chris Jordan as project leader who took on the persona of the infamous Van and a tour leader, Bruno Rosa. "To further entrench the brand, Van reported back to the public twice a day through 94.7 and KFM on his Sony Ericsson X10 handset," says Wayne.

Along with live radio crossings, the Van in a Van antics were captured on the Sony Ericsson Microsite www.sonyericsson.com/vaninavan, Facebook, You Tube, Twitter and through Flickr. "The project awareness was a great success for Sony Ericsson as we ensured that radio ads were broadcast directly after every live crossing. In addition, all video, photos and sound bytes were secured with the assistance of Sony Ericsson equipment.

Although the 2010 Soccer World cup may be over, we've managed to capture a lot of the camaraderie and overall gees which will live on through the magic of social media," says Wayne.

About PenQuin International

PenQuin International is a complete advertising and marketing solutions company. Our focus is on developing and implementing unique, cost effective solutions tailored to meet our client's strategic marketing and advertising objectives. Clients benefit from a dedicated communications partner who takes responsibility for the total project - from concept to execution.

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