

Digital changing the media landscape - Deepend Launches a Media First with Continental Cup-A-Soup

The media landscape is constantly evolving, with Interactive agencies leading the way with more effective and engaging forms of advertising. Take Continental Cup-A-Soup's free cup campaign where Deepend have created a media first with their development of a "Choose your own adventure" video banner. If initial reactions are any indication, the format will be hugely successful, with over 50,000 views in the first 2 days since the campaign launched.

The video banner is an extension of the Continental free cup campaign where users are encouraged to interact in the storyline leading up to that depicted in the on-air TVC. Within the banner, users make choices on behalf of the TVC characters at a number of check-points, navigating their way through various scenarios in their quest to uncover their co-workers name.

Consumers are able to play through the entire video adventure within the banner without needing to leave their current destination, with the campaign running across both Yahoo!7 and NineMSN networks as well within the Cup-A-Soup cup redemption website www.freecup.com.au.

"More and more we are finding that conventional passive TV advertising models are no longer gaining cut-through with audiences expecting to be entertained in ways that traditional TV never could. The piece is a really innovative use of a TVC online that maximizes the interactivity of the medium."

– Adrian Farouk, Deepend's Group Strategy Director

The video banner was scripted, cast, shot and edited in house at Deepend. Such success is leading to a re-evaluation of the roles and responsibilities of interactive agencies within the media landscape. With specialist skills and knowledge being required to take advantage of the benefits of being online, interactive agencies are at the forefront of the changing media landscape.

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Deepend is an award winning digital brand communications agency that specialises in strategic, design-led, business and marketing solutions.

We work with a wide range of clients and industry sectors, including Nickelodeon, Merivale and Unilever, to develop and produce digital campaigns and products across online, interactive, mobile and broadcast technologies.

Through our dual capacity as a design and strategy consultancy, coupled with our technical development and production capability, our solutions are creative, highly effective and accountable.

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