



# TribeAgency aligns **Sears & BMG Music** to deliver interactive "Back To School" promotion



## Market Outlook

As many parents can attest, wrangling teenagers attention is a difficult task at best. Ironically the attention and loyalty of the teen demographic is key to most major companies. These days, corporations realize that they must develop innovative and compelling methods of capturing and holding on to their teen audience.

## Opportunity

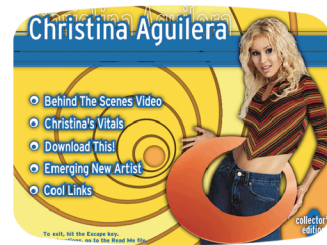
Sears sought to bolster their annual "Back To School" campaign by capturing the coveted teen audience with one of the hottest stars: pop music icon Christina Aguilera. Teaming with BMG Music, Sears advertising department decided to base this marketing effort around three different interactive CD-ROMs, distributed at Sears

retail centers. All told, 750,000 CD-ROMs would be distributed throughout the US.

## Solutions

TribeAgency was easily selected as the preferred agency for the production of the CD-ROMs. TribeAgency immediately deployed our Information Architects, Strategists, Creative and Technical teams to their offices to determine their wish list. The result won a lucid set of goals: the project had to appeal to the MTV generation, both visually and technologically. Each CD-ROM had to adhere to the overall "Back To School" marketing design direction, while still maintaining unique characteristics. It had to promote Sears, Christina Aguilera and emerging BMG Music artists; and it had to drive traffic to return to Sears stores. Back at our offices, we developed a tiered scenario – multiple concepts based around their wish list – from which Sears could select the most appropriate fit.

The multitude of options presented to them via storyboards and concept art, along with their top picks, allowed us to



## SEARS & BMG MUSIC.CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY WEB INTERACTIVE PRINT MOTION IMMERSIVE



TribeAgency delivered a product that was truly on target, grabbing the attention of teens across the nation.

develop the most engaging, streamlined concept possible. We composed an interactive solution that was elegant, timely in its production, and most importantly, an exciting complement to their teen targeting. Because of our efficiency, the concept was decided upon two days after our initial contact.

TribeAgency brought its vast experience in CD-ROM creation to the table, looking to implement extraordinary user interaction. We wanted to enable the user to break free from the constraints of CD-ROM-based media. We achieved this by providing downloadable desktop wallpaper and Internet hyperlinks throughout the CD-ROM, which offered desktop branding that would stick with the user. This allowed people to interact with or be influenced by Sears' marketing, independent of the CD-ROM, utilizing the power of three types of media (the CD-ROM, Desktop Applications and the Internet) through one conduit.

We also suggested behind-the-scenes video content in addition to the planned music video content, which would appeal to the true fan. BMG Music was leery about having

full-motion video on CD, but our video and motion team came through and delivered a high content, low bandwidth video that perfectly balanced quality with performance.

#### Results

TribeAgency was given four weeks to develop the three separate Collector's Edition CD-ROMs. We performed beautifully under pressure, coming in on time, on budget and with a truly exceptional product. The CDs work with the Macintosh platform, PCs and audio CD players, providing the widest coverage possible. In addition to coverage, there was a fantastic cohesive cycle to experiencing the CD-ROMs. Consumers could buy it at Sears, listen to the audio tracks on their way home, use it in their computers at home, and finally, log on to Sears' online store, all through one CD.

Simultaneously juggling the needs of Sears, BMG Music, and Christina Aguilera, TribeAgency delivered a product that was truly on target with all of their desires and played its part in grabbing the attention of teens across the nation.



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