1185films

TRANSFERWISE
HALLOWEEN 2014
CASE STUDY

WHAT IS 'TRANSFERWISE'?

Founded in 2011, TransferWise is a peer-to-peer money transfer service that has ripped up the rulebook by introducing a fairer, smarter way to send money abroad.

Still in its infancy – yet already enjoying backing from Richard Branson - TransferWise considers itself a "confident, disruptive challenger brand".

The brand works closely with marketing agency House of Experience to find effective methods of gaining media attention in the City through customer engagement by way of experiential marketing.

They mobilize a minimum of one hundred 'protesters', mixing paid performers with willing clients who appear to rampage the city streets whilst barely dressed, reflecting the fact they have 'nothing to hide - no hidden fees'.

"CONFIDENT, DISRUPTIVE CHALLENGER BRAND"

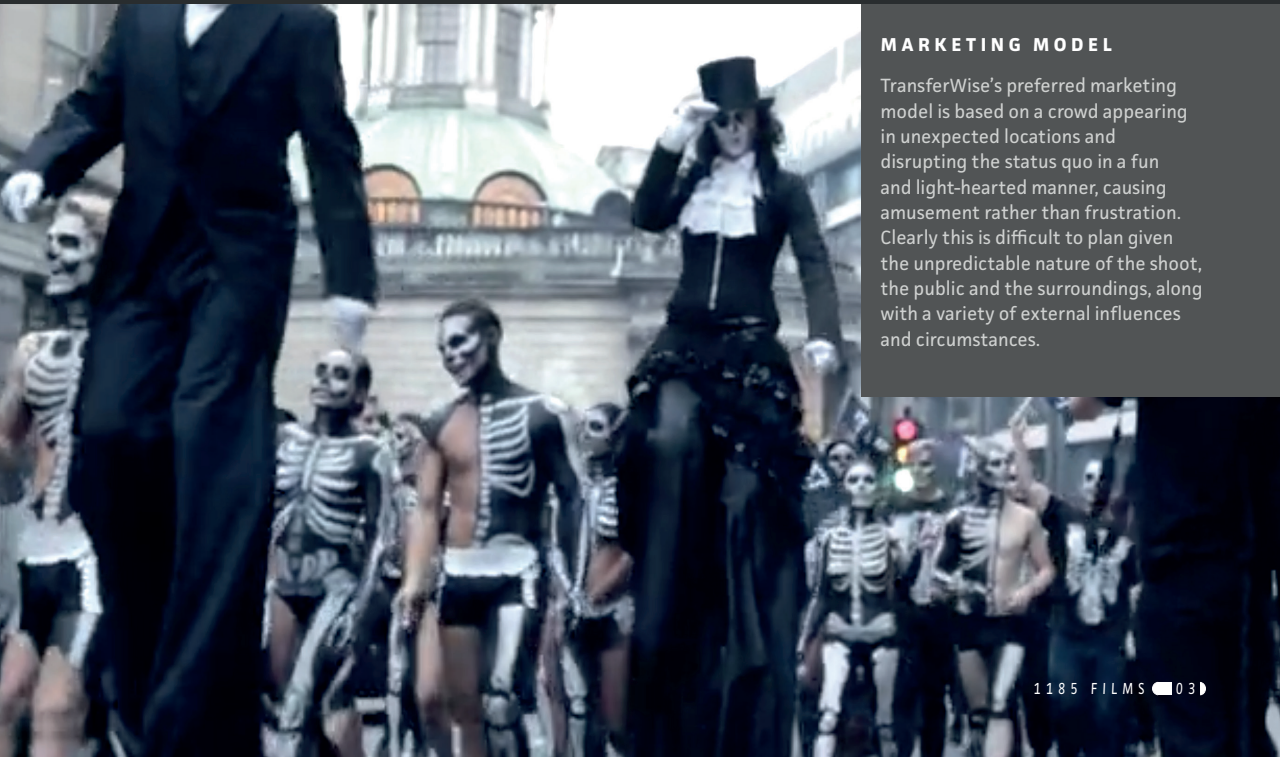
THE BRIEF

The initial brief was simply to capture a 'Day of the Dead'-style stunt. The event itself, as well as behind the scenes activity and sound bites from participating customers, would be shot and edited in just one day, with the intention of creating a film that would quickly go viral.

THE PROCESS

This kind of marketing stunt usually lasts no more than two hours and can generate a lot of media attention over a week or more provided the event is exceptional. We suggest generating a commuication that could be sent out the night before the stunt to participants and bloggers. Our goal is always to further extend the reach of the event by creating an engaging visual representation that will make an impact and be highly memorable.

In this case, the brief was short, as we had worked with House of Experience before and they were confident that we would deliver something impressive. Choosing the correct music was one of our priorities, as we believed that using slow motion throughout the film with the right music would add a haunting element which would be integral to the piece. They agreed.



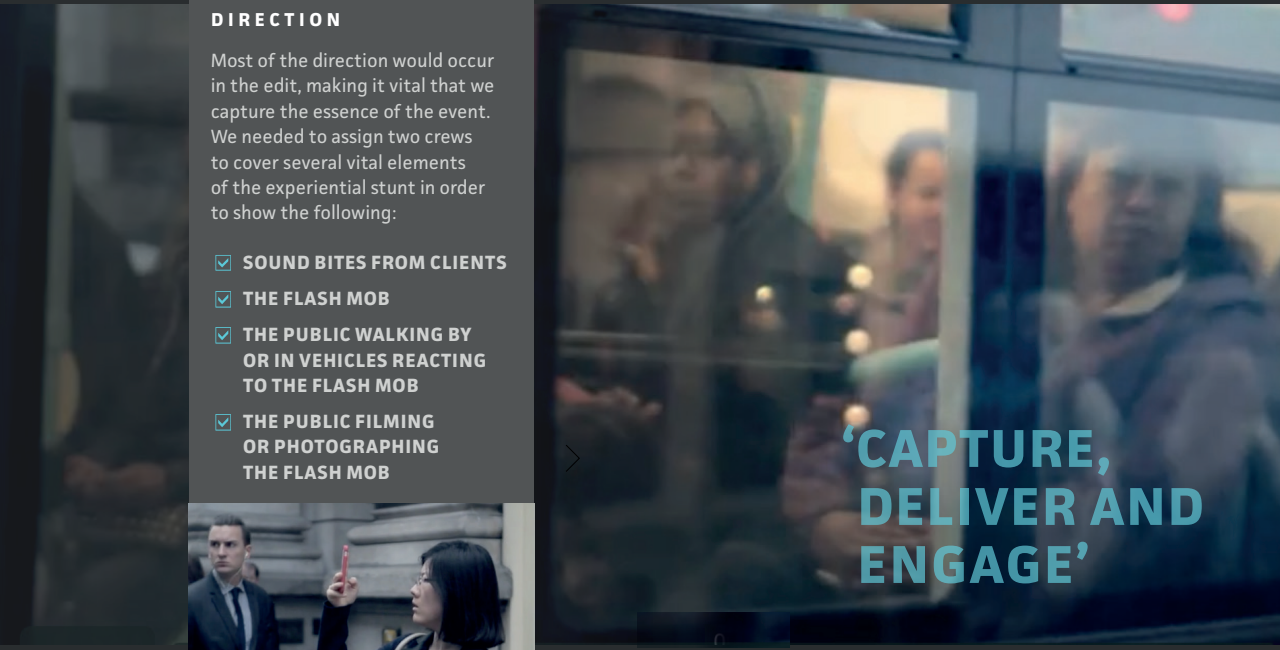
MARKETING MODEL

TransferWise's preferred marketing model is based on a crowd appearing in unexpected locations and disrupting the status quo in a fun and light-hearted manner, causing amusement rather than frustration. Clearly this is difficult to plan given the unpredictable nature of the shoot, the public and the surroundings, along with a variety of external influences and circumstances.

DIRECTION

Most of the direction would occur in the edit, making it vital that we capture the essence of the event. We needed to assign two crews to cover several vital elements of the experiential stunt in order to show the following:

- ☑ SOUND BITES FROM CLIENTS
- ☑ THE FLASH MOB
- ☑ THE PUBLIC WALKING BY OR IN VEHICLES REACTING TO THE FLASH MOB
- ☑ THE PUBLIC FILMING OR PHOTOGRAPHING THE FLASH MOB



‘CAPTURE, DELIVER AND ENGAGE’

CHALLENGES

In keeping with their "confident disruptive challenger brand" approach, the filming was not a conventional shoot and instead became an exercise in guerrilla filmmaking. As we had no control over the event we were effectively merely passengers on the rollercoaster ride of our client's creative vision, reacting as proceedings unfolded. We also had to ensure that the brand exonerated us from any legal repercussions.

BEHIND THE SCENES

THE FILM IS MADE IN THE EDIT

TransferWise and House of Experience were keen to include elements of the behind-the-scenes footage we had shot with client sound bites. With a limited amount of time to complete the edit and needing to gain the maximum engagement with Halloween just a day away, we needed to ask some specific questions before we started:

Q If we include behind-the-scenes footage what does that communicate to our potential audience?

A Including the behind-the-scenes turns the film into more of a case study than a film that has potential to go viral.

Q If we include sound bites will that strengthen or diminish the film?

A The customer interviews were taken prior to the event and would hinder the flow of the film.

Q What is the goal of this film?

A The goal of the film is to capture the effect of the marketing exercise on the public and show the spectacle.

WE ALL AGREED THAT THE SPECTACLE CREATED BY THE SUDDEN AND UNANTICIPATED NATURE OF THIS PUBLIC SHOOT WAS THE MOST INTERESTING, POTENTIALLY VIRAL ELEMENT. WE THEREFORE JUNKED THE PREPARATIONS AND JUST SHOWED THE STREET SCENES IN THE FINISHED FILM.

THE RESULT

TransferWise concentrated their efforts on social media with a total spend of 5K on Facebook advertising. Within twelve hours of the film's release on their Facebook page it had engaged 225,000 viewers and within 48 hours the campaign had truly gone viral with 725,000 views.

IN 48 HOURS...

725 THOUSAND VIEWS

300 COMMENTS

10500 FACEBOOK LIKES

3500 SHARES

THERE ARE STORIES **EVERYWHERE**

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