



PUBLICIS

Contagious Ideas that change the conversation

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## **Publicis London and Publicis Modem Land Silver Integrated at Eurobest**

**2 December 2009, London:** Publicis London picked up a Silver Integrated Trophy at the 2009 Eurobest Awards for its Army 'Start Thinking Soldier' campaign. This year, only six trophies were awarded in total for the Integrated section.

Created by Publicis London and Publicis Modem London, the fully integrated campaign consisted of 4 'missions' spread over several months. After a PR launch, TV commercials set the mission and radio, press and online advertising also encouraged viewers to search 'start thinking soldier'. On the website users completed the subsequent missions and carried out further training challenges, collecting points and achievements. Those that registered were later invited to an event where they would meet soldiers and try out their skills for real.

The campaign launched in a hail of publicity, with coverage on Sky News, the BBC and all the national papers, including Best in Show (The Independent), Site of the Week (New Media Age) and Campaign's Pick of the Week. More than 1 million people have visited the site and played the subsequent 'missions'. This year Army recruitment figures were met for the first time in 12 years.

Adam Kean, Executive Creative Director at Publicis London, said: "With Playstation-style gaming at its core, it's a campaign that stretched us all in terms of creation and delivery, but one that speaks the language of most 17 year olds in the UK."

Publicis London has also been grabbing the headlines this year for its contagious work on Hula Hoops - winning The Independent's *Best in Show*, Campaign *Pick of the Week* and Lurzers' *Spot of the Week*, Malibu global campaign and the hard-hitting COI campaign restoring faith in social workers.

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