

Smirnoff nightlife exchange media campaign

[Media](#)



SMIRNOFF NIGHTLIFE EXCHANGE MEDIA CAMPAIGN CHAU Hong Duc Table of content I. Analysis 1. Overview 2. Significant figures 3. Why is it successful?

II. Recommendation III. References I. Analysis 1. Overview Smirnoff Night Life Exchange project is an annual promotion campaign integrates series of nightlife parties, leading to the biggest party in the November each year, along with global dancing competition judged by Madonna.

Initiated by Smirnoff - the 1st worldwide vodka brand from 2010, Night Life Exchange reached a huge success in 2011; marked with November 12th 2011 night, with (1)50 countries and 10 million people around the world involved and celebrate the best world's nightlife. 2. Significant figures (2) 10 million participants 50 countries 3000 tracks of partygoers 5000 " liked" Smirnoff cocktails on Facebook 8000 photos uploaded on Facebook One of 11 bestsocial mediacampaigns in 2011 selected by Econsultancy. com (3) 3. Why is it successful?

In this part, I'll just discuss on the media's aspect, which I believe is the major factor leading to its success. Firstly, Smirnoff heavily takes advantages of social media, specifically Facebook fan pages. It created 50 fan pages for each country involved, such as Smirnoff Vietnam, Smirnoff. These pages are altogether connected to the main fan page of Smirnoff with the special application called Around the world, which earns more than 386, 000 likes. Fan pages significantly make a huge impact on earning participants for the project. Along the line, they also generate local website in each country to promote the event, to attract people signing up for the event and receiving any ideas for the biggest night, varied from which drinks are suggested, which singers should be put in and so on. On both pages and sites, they put

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on valuable information about cocktails recipes as well as creating amazing and viral small contests with prizes good enough for calling attendants. The two most important elements in this media campaign are: First, Smirnoff had a great idea of hosting an enormous one-of-a-kind event locally, which means people from all over the world can enjoy a mutual experience.

This obviously woke up either the feeling of national pride or the toward-global tendency. Second, Smirnoff created the two-way communication with their target customers. They can technically involve in organizing “ their” own party through the possibility of sharing thousands ideas. It’s excellent that Smirnoff is having an open dialogue rather just informing information to audiences. In conclusion, Smirnoff successfully created the shared value for an event, which is social media all about.

Besides, the logo is very well designed with the theme color is red, which is also the theme color of Smirnoff with the symbol of an eagle, represents a feeling of powerful and courtesy. II. Recommendation However, there is still room for improvement if Smirnoff want to get bigger achievements through this project. I went through some of Nightlife Exchange’s local website and realized that the design, as well as domain name of those websites is not consistent, for example in Vietnam, it’s bethere. n but in another country, it’s totally different. Therefore, I recommend that instead of having separate websites, they should link all of countries into one mother site and from there, direct to local page, such as bethere. com/Vietnam or bethere. com/brazil. This would help them organize better customer database, better statistics and easily keep track of their customer. I also highly suggest using

mobile marketing, which is cheap and fast method to spread out the information to audiences as well as check-in function on Facebook.

They should encourage their fans to do check-in whenever they go to the party. This will create an impressive appearance on fan pages. Last but not least, the slogan " Be There", though it's quite suitable for the beginning phase, should be change into some words more encourage the individual uniqueness like " Be Yourself There" or " Be Unique There". I think it will encourage people to join party and prove themselves to all people in the world and create a vast diversity of styles, bringing more liveliness to an event.

III. Refernces

- (1)Madonna Resurfaces in Smirnoff Social Media Promotion <http://mashable.com/2011/08/17/madonna-smirnoff/> - Todd Wasserman, Mashable, Aug 2011 *
- (2)Smirnoff Nightlife Exchange Project Gathers Millions Globally for the World's Biggest Nightlife Experience <http://www.marketwire.com/press-release/smirnoff-nightlife-exchange-project-gathers-millions-globally-worlds-biggest-nightlife-1586027.htm> - Marketwire, 2011 *
- (3)11 of the best social media campaigns of 2011 (and what we can learn from them) * <http://econsultancy.com/fr/blog/8452-the-best-social-media-campaigns-of-2011-and-what-we-can-learn-from-them> - Steve Richards, Econsultancy.com, Dec 2011 *

Superstar line-up for the Smirnoff Nightlife Exchange Project™ with The Potbelleez, Fourplay DJ's And DJ Gordo <http://www.irishtimes.com/events/smirnoff-nightlife-exchange/thailand-exchange.html> - Iristimes.com *

<https://www.facebook.com/Smirnoff> * <http://nightlifeexchange.vice.com/en> * The Smirnoff Nightlife Exchange Project 2011 video clip <http://www.youtube.com/watch?v=k9ICf8VkJMio>