

OTTO x Hurricane

THE CHALLENGE

OTTO is a long established company. But even though OTTO has a high profile, it is still perceived as a very traditional brand. Nowadays though, OTTO inspires people through credible optimism. This mindset is what lead them to their motto - "we celebrate". This optimism for life and the future lives within the company and its new positioning. OTTO is like an approachable friend who inspires people to explore new things with curiosity, ideas and experience. And this year OTTO hit a new milestone: 70 years of existence, seven decades of experience and progress. Something truly special and the best opportunity to spin the message of celebrating life even further. An occasion to spread the spirit into the world in major style, both in the online and offline world.

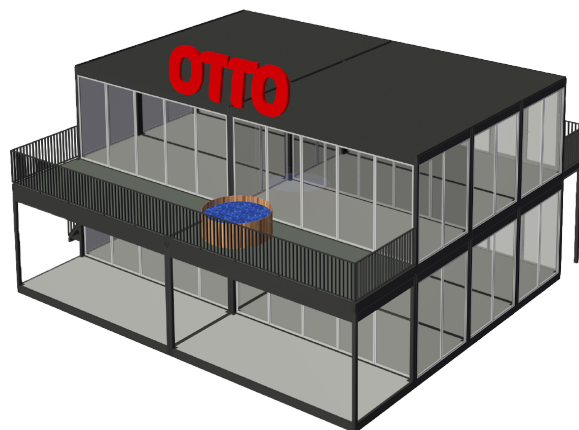
THE OBJECTIVE

We're celebrating a birthday, but not just any birthday - it's 70 YEARS OTTO! 70 YEAH!

A play on words that aims the Generation Y and additionally symbolizes OTTO's successful transformation from a former offline mail order business to a leading online shop. But OTTO is not celebrating itself, it's about the consumer - loyal ones, new ones, first timers, it's simply about people. We wanted to fill the audience with enthusiasm by spreading a never ending party mood. The goal was to set a motto that has a contagious and cheerful vibe - an invitation to celebrate the variety of the little things in life.

Especially a younger audience was targeted to explore the full performance dimension of OTTO in a playful and approachable way. So in order to rid themselves of the image of a traditional brand once and for all, **#GenerationYeah** set the overall tone for the launch of OTTO's campaign "70YEAH". The communication goal was to reposition OTTO as a younger love brand that is people-oriented.

In order to do so, the goal was to become a talk of town by celebrating Germany's biggest birthday party, and there was no better place that united all objectives than the Hurricane festival. The overall communication had a "social media first" approach and it all evolved around the unique brand experience at the festival - The OTTO house.



THE SOLUTION

The communication around “70YEAH” consisted of 3 phases:

PHASE 1 | Festival-Anticipation

To celebrate the joyful festival anticipation, the campaign kicked-off with a selected pool of Instagrammers and content creators, who built awareness by sharing their festival tips and essentials with their community, leading to OTTO. A landing page dedicated to the theme “festivals” provided helpful festival advice and must-haves, which positioned OTTO as the perfect life supplier for any occasion.

But in order to drive engagement further, we launched a social media contest which determined the lucky OTTO house winners. The contest was hosted by OTTO and supported by a selected pool of influencers, who encouraged their community to join the competition by sharing their own YEAH moment. It resulted in a number of diverse and engaging user generated content, where eager contestants showed off just how much „YEAH“ they have in them. User published videos of them dancing, lip syncing, singing, playing air guitar and so much more. OTTO and the participating influencers selected their top four favorites who had to pass a public community voting via OTTO’s Instagram channel. The winner of the #GenerationYEAH contest was able to bring three friends to the Hurricane festival and was guaranteed a once in a lifetime experience - a stay at the OTTO flat. But OTTO made sure no one was left out: All finalists received exclusive Hurricane tickets to celebrate all together.



PHASE 2 | The Festival

The center of the unique brand experience was a two-story house at the Hurricane festival in Scheeßel which was placed in the most thriving part of the whole area - directly in front of the main stage.

Inside the house was Germany's first ever festival flat, that was fully equipped by OTTO. It had all the comforts you could wish for: a full refrigerator, a comfy bedroom with everything you need, a bathroom to freshen up and a private rooftop terrace with a jacuzzi. One of the most celebrated highlights: the direct view to the main stage where the four lucky winners were able to enjoy their exclusive stay and watch bands like the Foo Fighters, Die Toten Hosen and Mumford & Sons live from the comfort of their "festival home".



But the winners weren't the only ones who were able to enjoy the OTTO house. Everyone was invited to celebrate, so all festival-goers were able to experience the different themed areas that the OTTO house had to offer. These themed areas included:

- a queen size bed refurbished into a boxing ring for a round of pillow fighting
- a living room as a gaming area, where you could play a round of Mario Kart with other guests
- a garden area to relax and mingle
- a phone charging station built from mailboxes



In line with the brand, the house was fully furnished and equipped with home and lifestyle products from OTTO. However, access to the VIP area - which included free cold drinks and a view of the main stage - had to be earned through a variety of hourly changing challenges.

The on-site activities were rounded off by multiple marketing measures: promoters also took part in the “OTTO festival Olympics” alongside festival-goers over the whole festival areas and provided the cheerful vibe we’ve been targeting. A 12m long LED wall allowed us to communicate directly with the crowd and a large number of giveaways consisting of festival essentials, like smartly branded rubber boots with a logo engraved into the sole, were on high demand during the Hurricane festival.



But to extend the communication further than onsite at the festival, social media videos were produced and directly published during the festival to share live impressions with the OTTO community. Besides several festival social ads, we launched a new game show format which was launched on OTTO's social channels: the "OTTO festival Olympics". In three episodes, published on IGTV, Influencers competed against each other in various entertaining and festival relevant challenges.



OTTO also used the social video app TikTok for the first time, sharing the festival goers' craziest moments live from the festival site. This led to a TikTok challenge called #MachDichZumOTTO, where users brought the Hashtag to life and shared hilarious clips of themselves going wild. This served as the second sponsored hashtag challenge in Germany, where the community celebrated together with OTTO and resulted in almost 60,000 UGC videos.

PHASE 3 | Recovery

Several days of ongoing celebration also needs time to recover again. A proper feel-good program at home is the best way to solve “start-up difficulties” back into the real life. The influencers who were onsite, shared their recommended recovery routine in context to the festival, leading traffic to OTTO and emphasizing the broad product variety.

But this isn’t all: after the festival ended, the majority of the furniture from the OTTO house was donated to the Scheeßel community, where it was used to furnish housing for refugees, which gave this campaign a perfect ending.



RESULTS

The **high recognition of 84%** proves that the OTTO house was without a doubt one of the main topics at the festival. The survey also showed an outstanding **positive brand impact of 83%** that underlines the anticipated brand shift as respondents described OTTO as more likeable, youthful and dynamic afterwards. Besides the extraordinary winner's flat, a festival topic for vivid discussions, OTTO also created a "place to be": the OTTO house established itself as a main meeting point for festival goers and the OTTO VIP Area became one of the much asked hotspot, where people queued for hours and tackled various OTTO challenges to get exclusive access.

The extension of the three communication phases through **social media reached over 6 million** people organically, while **paid social media activities reached more than 12 million people**.

