PR & STRATEGIC COMMUNICATIONS FOR CHINA AND THE WORLD 公关传媒・专注中国・服务世界

朔光公关 战略咨询

ALLEGRAVITA

CREATIVE PRESENTATION FOR MMX

.BOSTON AD & COMMS AGENCY ACTIVATION CAMPAIGN AT HATCH 57 AWARDS GALA

CREATIVE DIRECTOR: SIMON COUSINS. ART DIRECTOR: JOHN INCAMPO.

PREPARED IN NYC NOVEMBER 14, 2017 | VERSION 1

COMMERCIAL IN CONFIDENCE

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CAMPAIGN OVERVIEW

EXECUTIVE SUMMARY

On instructions from Solomon, Allegravita developed, executed and managed a .boston activation campaign targeted at the Boston and Massachusetts advertising and communications community.

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Staged at The Ad Club's 57th annual Hatch awards gala, the activation combined a sophisticated and technically challenging green-screen camera activity with a selfaware "dad joke" (corny) pun to make our brand development acceptable to this cynical and professionally critical audience.

The campaign had exceptionally high impact and was loved by the target audience of KOLs and influencers.

CAMPAIGN CONCEPT

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A word play on Boston beans was employed to present boston as a natural part of the Boston advertising and communications landscape.

Winners of all Hatch awards (for advertising or communications excellence) were photographed using the green-screen technology, with photographs composited using multiple art layers created by Allegravita.

Photos were printed for immediate collection; short "Boomerang" animations were immediately available for social sharing, full social media amplication was executed and the target audience was driven to a Hatch takeover of www.hub.boston.

THE AD CLUB'S HATCH AWARDS IS A BIG DEAL

FOR 57 YEARS, THE AD CLUB HAS RECOGNIZED AND CELEBRATED ADVERTISING AND COMMUNICATIONS EXCELLENCE IN MASSACHUSETTS.



OR CHINA AND THE WORLD 公关传媒·专注中国·服务世界

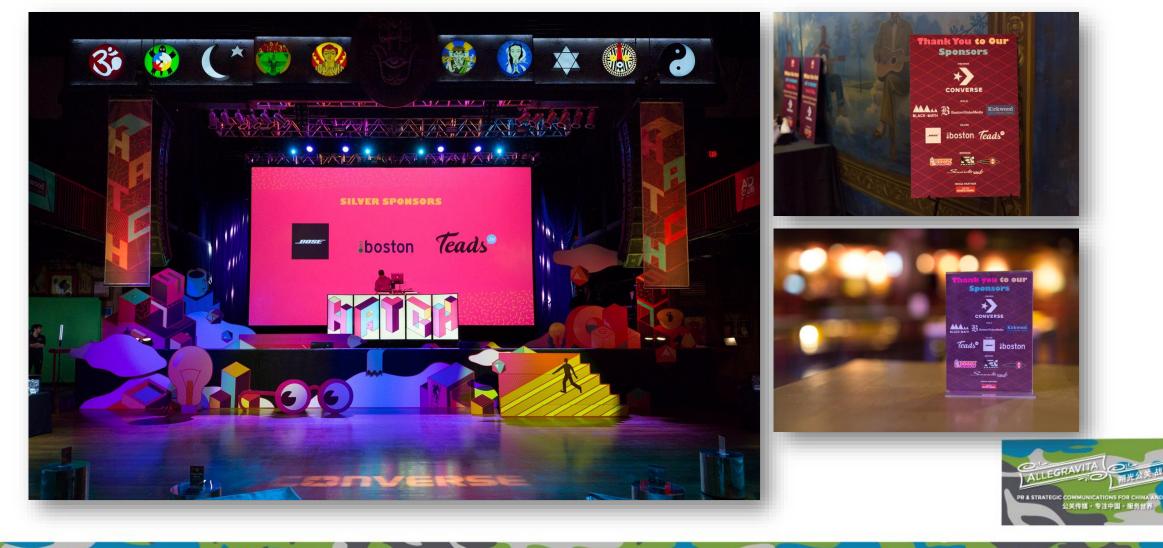
PRACTICALLY THE ENTIRE INDUSTRY MET .BOSTON

1,200 AD INDUSTRY EXECUTIVES AND CREATIVES ATTENDED THE HATCH 57 GALA AT BOSTON'S HOUSE OF BLUES NIGHTCLUB



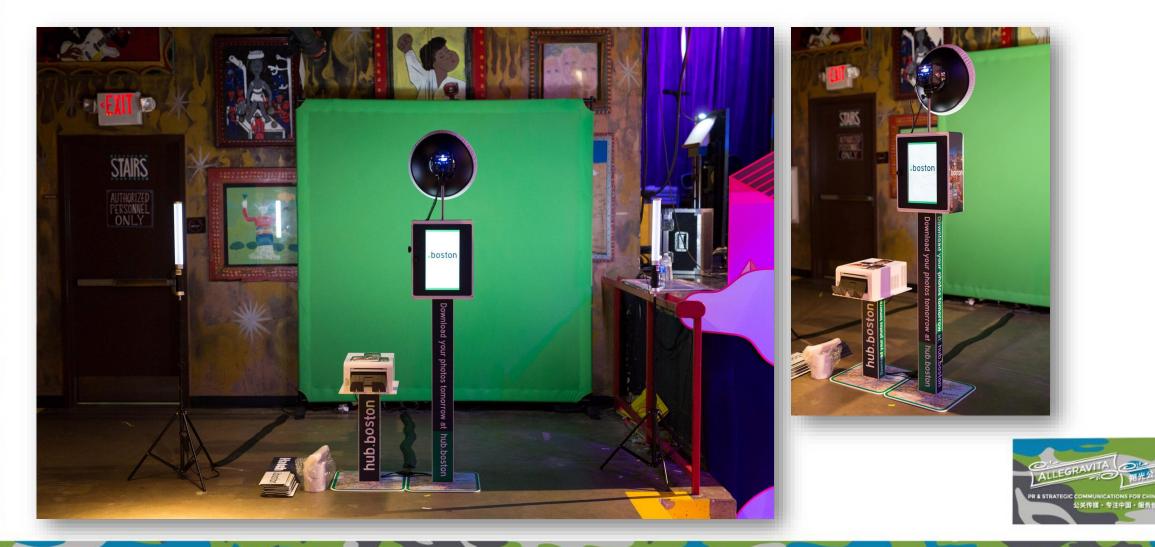
.BOSTON'S STATURE WAS HIGH

.BOSTON JOINED CO-SPONSORS INCLUDING CONVERSE, BOSE, THE GLOBE AND DUNKIN DONUTS



.BOSTON PHOTO BOOTH: TECHNOLOGY MEETS CREATIVITY

CREATIVE: GREEN-SCREEN COMPOSITING RUSH-TESTED ONE DAY BEFORE THE HATCH 57 GALA.





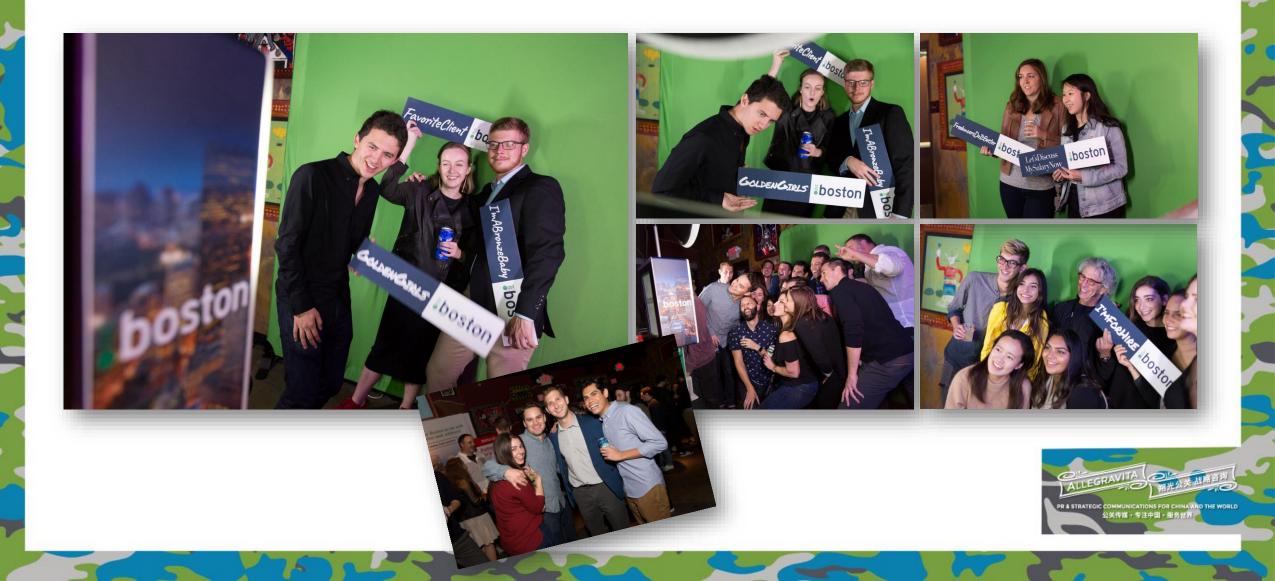
.BOSTON'S BRAND APPEARED WITH EVERY AWARD WINNER

THE .BOSTON BRAND WAS UNMISSABLE



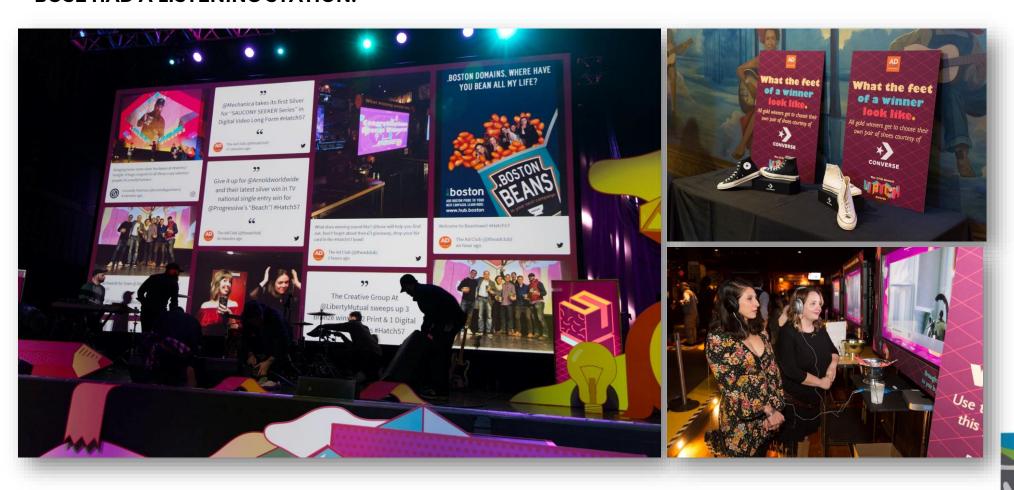
.BOSTON'S BRAND APPEARED WITH EVERY AWARD WINNER

THE .BOSTON BRAND WAS UNMISSABLE



AMONG THE SPONSORS, .BOSTON SLAYED

CONVERSE HAD A SNEAKER DISPLAY. BOSE HAD A LISTENING STATION.



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公关传媒,专注中国,服务提

MORE THAN 200 PHOTOS & VIDEOS WERE PRODUCED

EVERY SINGLE AWARD-WINNING TEAM WAS PHOTOGRAPHED WITH .BOSTON BRANDING, AND GUESTS ENJOYED THE BOOTH LATE INTO THE NIGHT.



THIS IS THE "AWARD WINNER" TEMPLATE EXECUTION



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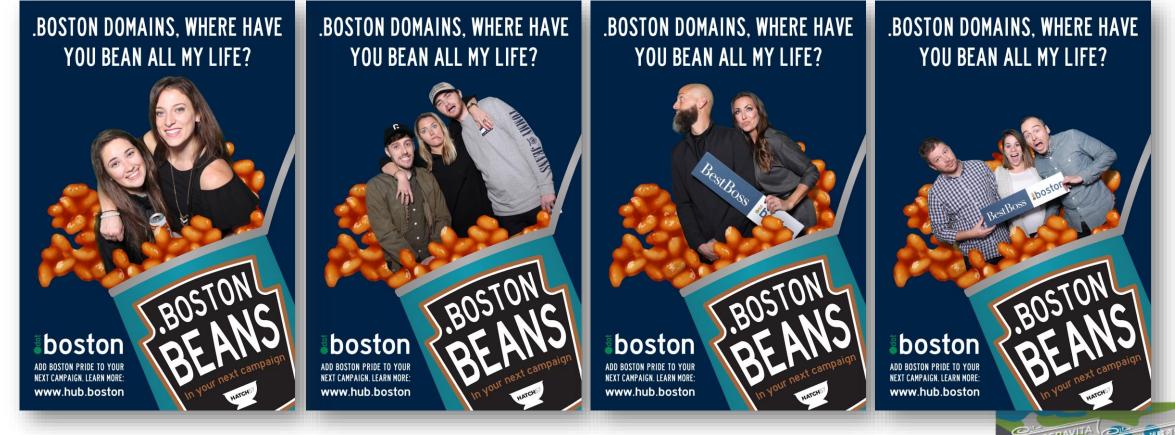


THIS IS THE "BOSTON BEANS" HORIZONTAL EXECUTION



MORE THAN 200 PHOTOS & VIDEOS WERE PRODUCED

EVERY SINGLE AWARD-WINNING TEAM WAS PHOTOGRAPHED WITH .BOSTON BRANDING, AND GUESTS ENJOYED THE BOOTH LATE INTO THE NIGHT.



THIS IS THE "BOSTON BEANS" VERTICAL EXECUTION

HUB.BOSTON TAKEOVER

HATCH57

WE EXECUTED A HATCH 57 TAKEOVER OF HUB.BOSTON FROM THE DAY OF THE GALA, FOR TWO WEEKS.



Community Organizations

WELCOME, BOSTON ADVERTISING AND COMMUNICATIONS PROFESSIONALS! WE WERE SO PROUD TO SPONSOR AND SUPPORT THE 57TH ANNUAL HATCH AWARDS ON 11/02. YOU'LL FIND YOUR PHOTOS FROM THE HATCH 57 GALA BELOW ...

Get your pics!

Where to Buy

Why a .boston web address?

Home

B (3)

hub.boston

ightarrow X ightarrow hub.boston/

 \times + \vee

Whether it's for branding and marketing purposes, or the chance to own a piece of our beloved city, there are many reasons why a boston domain name is a great choice.

FAQ

boston domain names work just the same as any other domain name; you can use a domain name ending in .boston in exactly the same ways you would use a domain ending in ".com". Your website.com can become website boston, your email@address.com can become email@address.boston, and you can use a boston domain to make it easy for your fans to quickly get to your social media pages (a domain like mytweets boston can easily resolve to your Twitter account, for example!)

Using boston domains show your Boston pride and help your fans, customers, students and the world to know you're right here in The Hub. And because boston domains are new, you're likely to be able to get exactly the domain you want (unlike the overcrowded generic alternatives!)

Scroll down to learn more about .boston domains — don't miss our informative explainer video!

Ødotbosto Dude. Spare a few more bucks. At least use a izza Box License Plate ow Wzws2

Tweets by @dotboston

loliday Food Fight Event at B3, Weds Nov 15!

.boston

⑦ [→

hostor



oliday Food Fight Event at B3...

riting to share an anno

boston Blog

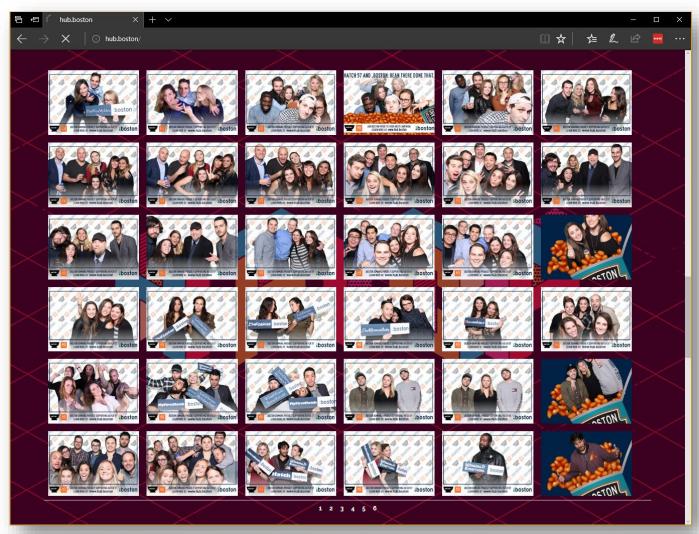
Soston Brand Kil

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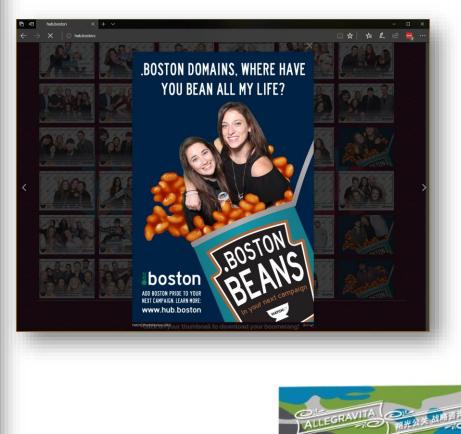
Get your .boston domain today!

HUB.BOSTON TAKEOVER

HUB.BOSTON WAS THE EXCLUSIVE DOWNLOAD SITE FOR ALL PHOTOS AND BOOMERANG VIDEOS



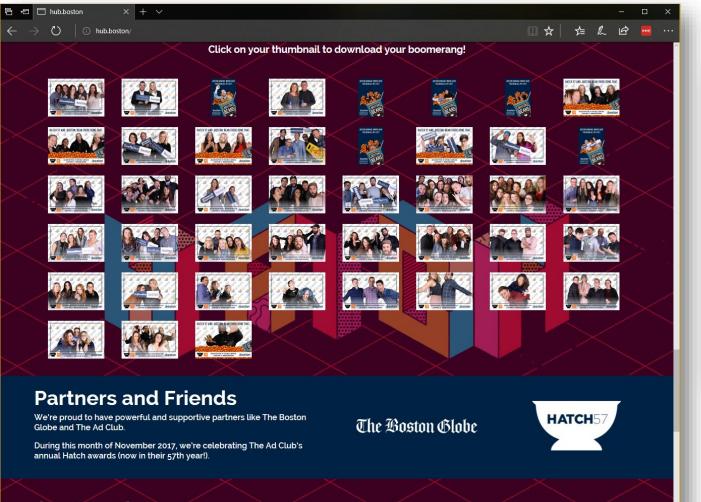
SIX PAGES OF PHOTOS IN A BEAUTIFUL AJAX-CODED GALLERY.



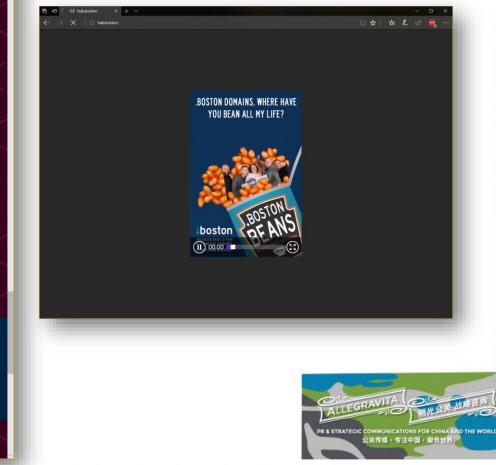


HUB.BOSTON TAKEOVER

BOOMERANG VIDEOS ARE THE LATEST INSTAGRAM-STYLE SOCIAL SHARING CRAZE.



EVERY 6-SECOND LOOP VIDEO PLAYS RIGHT IN HUB.BOSTON



.boston Bloa

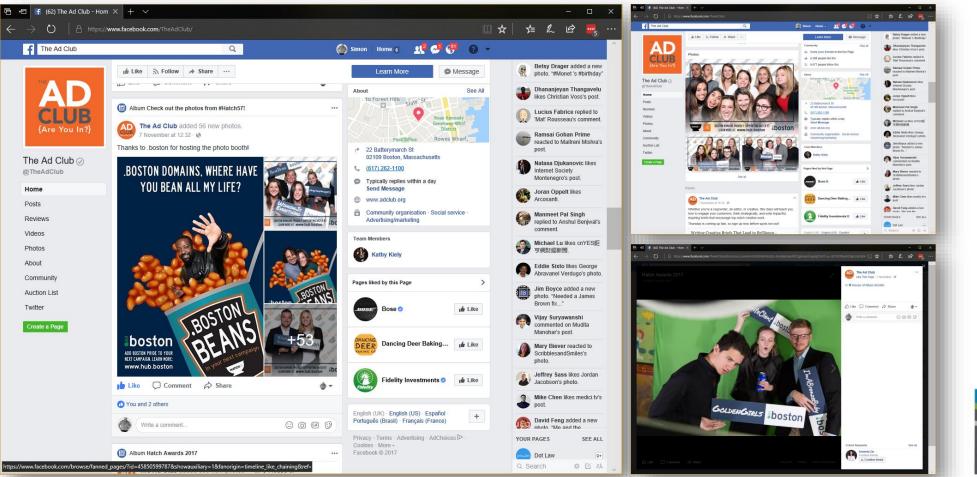
SOCIAL SHARING WINS

.BOSTON PHOTOS AND BOOMERANGS WERE SHARED HUNDREDS OF TIMES FOR 100Ks OF IMPRESSIONS WITHIN THE MASSACHUSETTS ADVERTISING AND COMMUNICATIONS INDUSTRY.

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← Tweet	← Tweet	← Tweet	← Tweet
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SOCIAL SHARING WINS

WE DID DIRECT AND INDIVIDUAL OUTREACH TO EVERY WINNER'S TWITTER ON THE FOLLOWING DAY.

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	iboston @Kristin525 How was yah 1st #hatch57 Kristin? We loved it ourselves :) Pics & 'rangs ready to d/l and wield at hub.boston TLD_boston_was_non-ute_last_night! See an re-
	.boston @dotboston · Nov 3 iboston @MatDubord did u find yah tater tots, Mat? We can't help u with fried taters but we can help with #hatch57 pics at hub.boston
	○ t1 © 1 III iboston Bodotoston · Nov 3 Image: Constraint of the state
	.boston @dotboston · Nov 3 iboston @jb_SID Hey Josh, sick night at #hatch57! Hats off to u & @theadclub! Pics & rangs up now @ hub.boston before they explode
	boston @ddboston · Nov 3 boston @mjlab78 Hey Michael, did we spot you in #hatch57 pics and boomerangs? They're all up now at hub boston
	aboston @SmallArmyAgency What a night at #hatch57, Small Army! Wanna see yah pics and 'rangs? Up now, ready for down, at hub.boston
	● t1 ◎ ill - boston @dotboston · Nov 3 ■

BEYOND .BOSTON INTO THE MMX PORTFOLIO

WE PRODUCED MATERIALS TO RAISE AWARENESS OF THE ENTIRE MMX PORTFOLIO OF TLDS, BECAUSE DIGITAL CAMPAIGNS NEED MORE THAN ONLY .BOSTON.



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NEXT STEPS

A CAMPAIGN OF OUTREACH TO THE INDUSTRY

Achieving the endorsement of the digital marketing and communication industry - when agencies pitch our domains to their clients - is the Holy Grail of domain marketing success.

Allegravita designed the Hatch 57 activation campaign to clear the way for a one to two year campaign of agency education and activation for them to recommend .boston and other MMX portfolio domains.

AN AWARD

Allegravita invented and pitched The Ad Club on awarding a "Best Use of a .boston Domain in a Campaign" award at Hatch 58. November 2018.

The Ad Club has discussed and endorsed this idea, which would be a world-first.

A SOCIAL GOOD INITIATIVE

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Allegravita recommends that .boston sponsors The Ad Club's annual social good initiative, The Rosoff Awards. which support diversity in the industry and are attended by hundreds of Massachusetts' leading client brands and businesses.



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TIMELINE

ALLEGRAVITA WAS BRIEFED BY SOLOMON ALLEGRAVITA DISCUSSED OUR SPONSORSHIP WITH THE AD CLUB ALLEGRAVITA COMPLETED CAMPAIGN IDEATION ALLEGRAVITA ACHIEVED THE AD CLUB APPROVAL ALLEGRAVITA BRIEFED DOUG FOR HIS EVENT BIZDEV ALLEGRAVITA DELIVERED ALL ART, TECHNOLOGY, WEB, SOCIAL HATCH 57 AWARDS GALA HUB.BOSTON TAKEOVER AND STILL/BOOMERANG GALLERIES SOCIAL OUTREACH AND AMPLIFICATION CAMPAIGN

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MONDAY OCTOBER 23 TUESDAY OCTOBER 24 TUESDAY OCTOBER 24 WEDNESDAY OCTOBER 25 **MONDAY OCTOBER 31** WEDNESDAY NOVEMBER 1 **THURSDAY NOVEMBER 2 FRIDAY NOVEMBER 3 FRIDAY NOVEMBER 3**

9 WORKING DAYS



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WE ARE GRATEFUL FOR THIS OPPORTUNITY TO SUPPORT MMX IN BOSTON. THANK YOU!

HELLO@ALLEGRAVITA.COM (ENGLISH) NIHAO@ALLEGRAVITA.COM (MANDARIN) ALLEGRAVITA.COM (MULTILINGUAL WEB)

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