



PR & STRATEGIC COMMUNICATIONS FOR CHINA AND THE WORLD

公关传媒 · 专注中国 · 服务世界

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.

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 self-aware "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

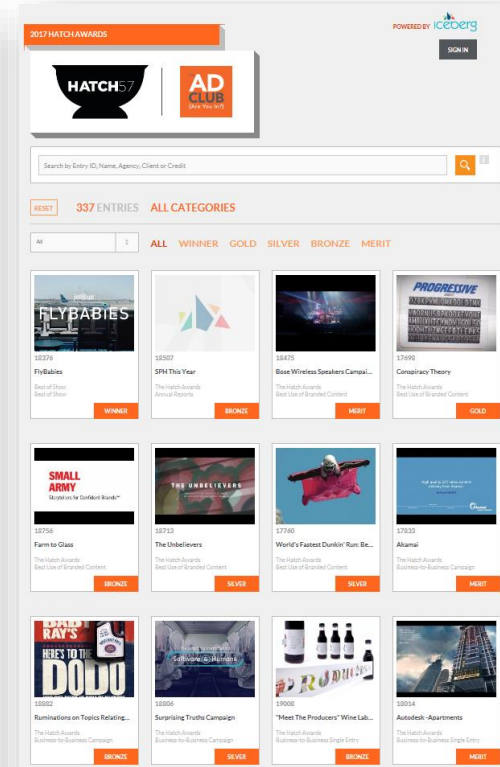
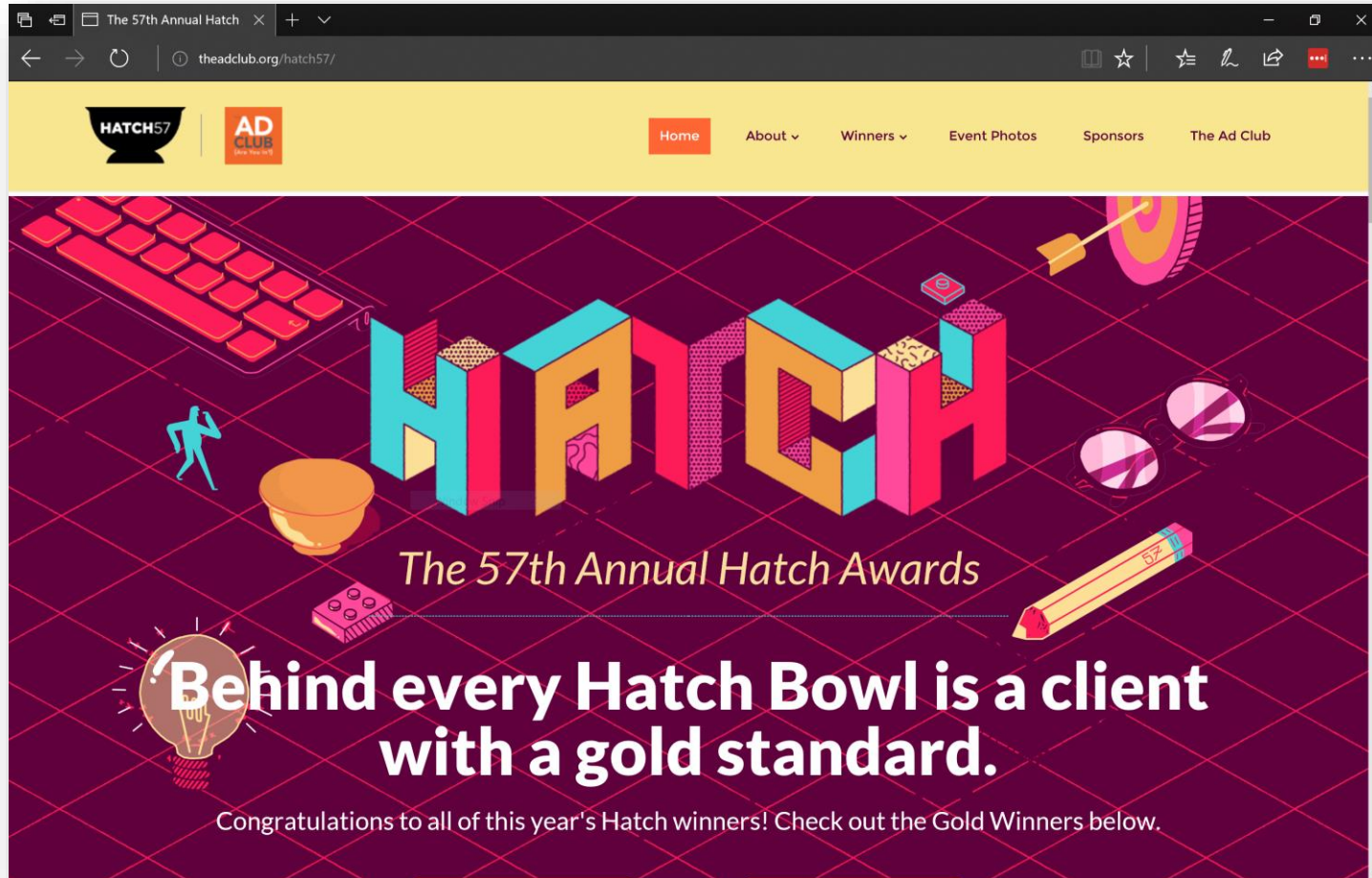
A word play on Boston beans was employed to present .boston as a natural part of the Boston advertising and communications landscape.

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.



337 AWARDS WERE GIVEN AT HATCH 57



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 PHOTO BOOTH: TECHNOLOGY MEETS CREATIVITY

CREATIVE: SHOT ON GREEN-SCREEN, SUBJECTS WERE COMPOSITED INTO MULTI-LAYER DIGITAL ARTWORK.



.BOSTON'S BRAND APPEARED WITH EVERY AWARD WINNER

THE .BOSTON BRAND WAS UNMISSABLE



.BOSTON'S BRAND APPEARED WITH EVERY AWARD WINNER

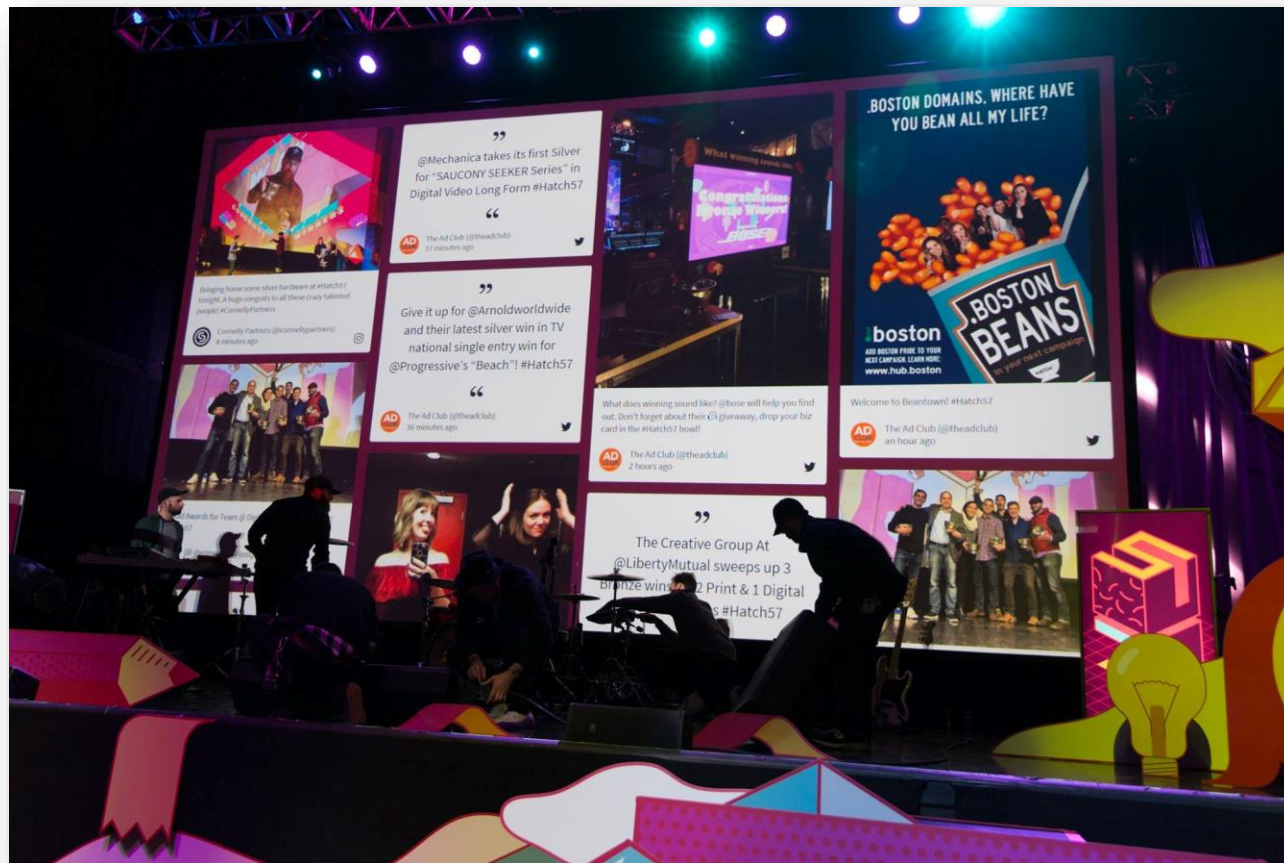
THE .BOSTON BRAND WAS UNMISSABLE



AMONG THE SPONSORS, .BOSTON SLAYED

CONVERSE HAD A SNEAKER DISPLAY.

BOSE HAD A LISTENING STATION.



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

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” HORIZONTAL EXECUTION

MORE THAN 200 PHOTOS & VIDEOS WERE PRODUCED

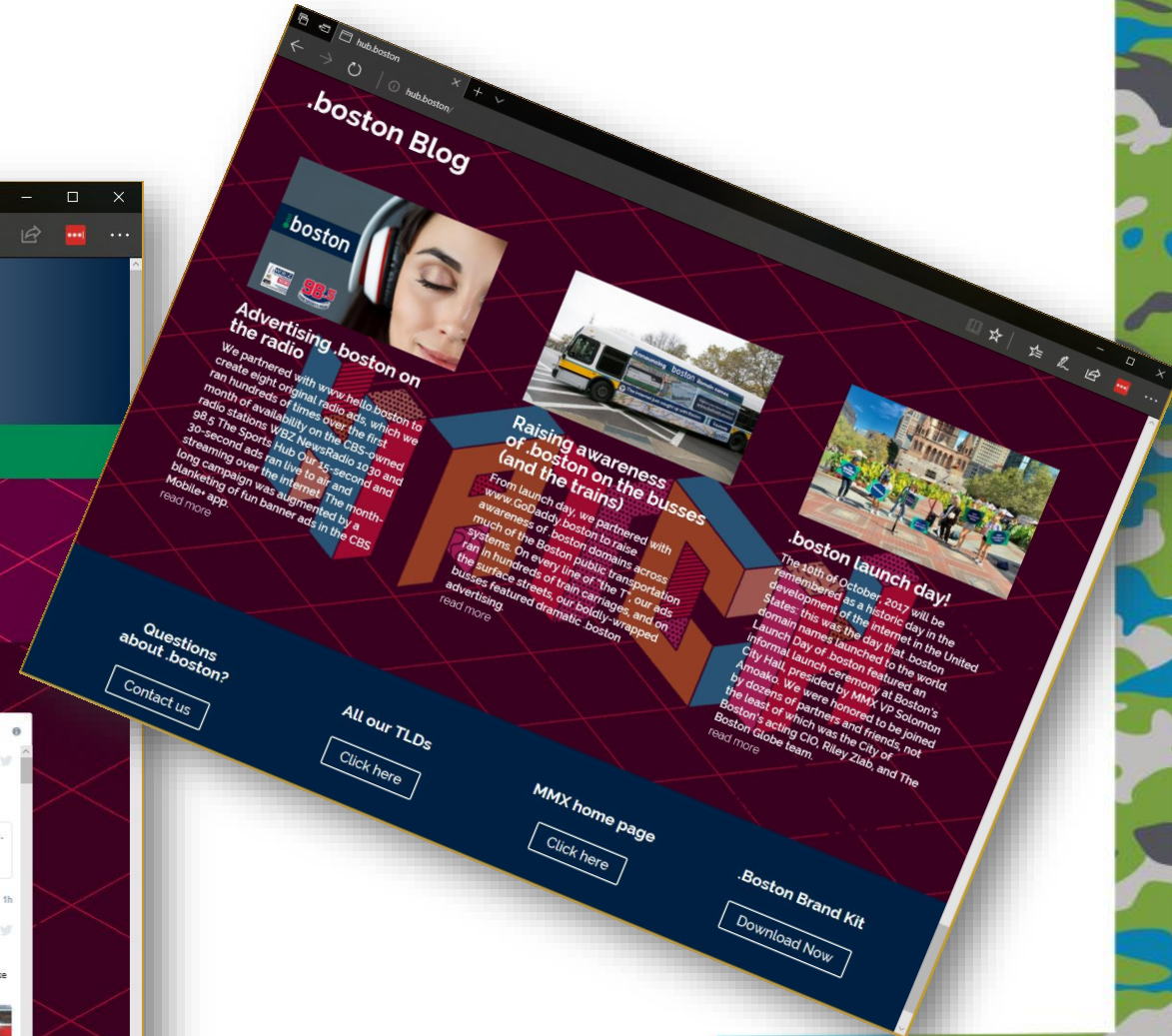
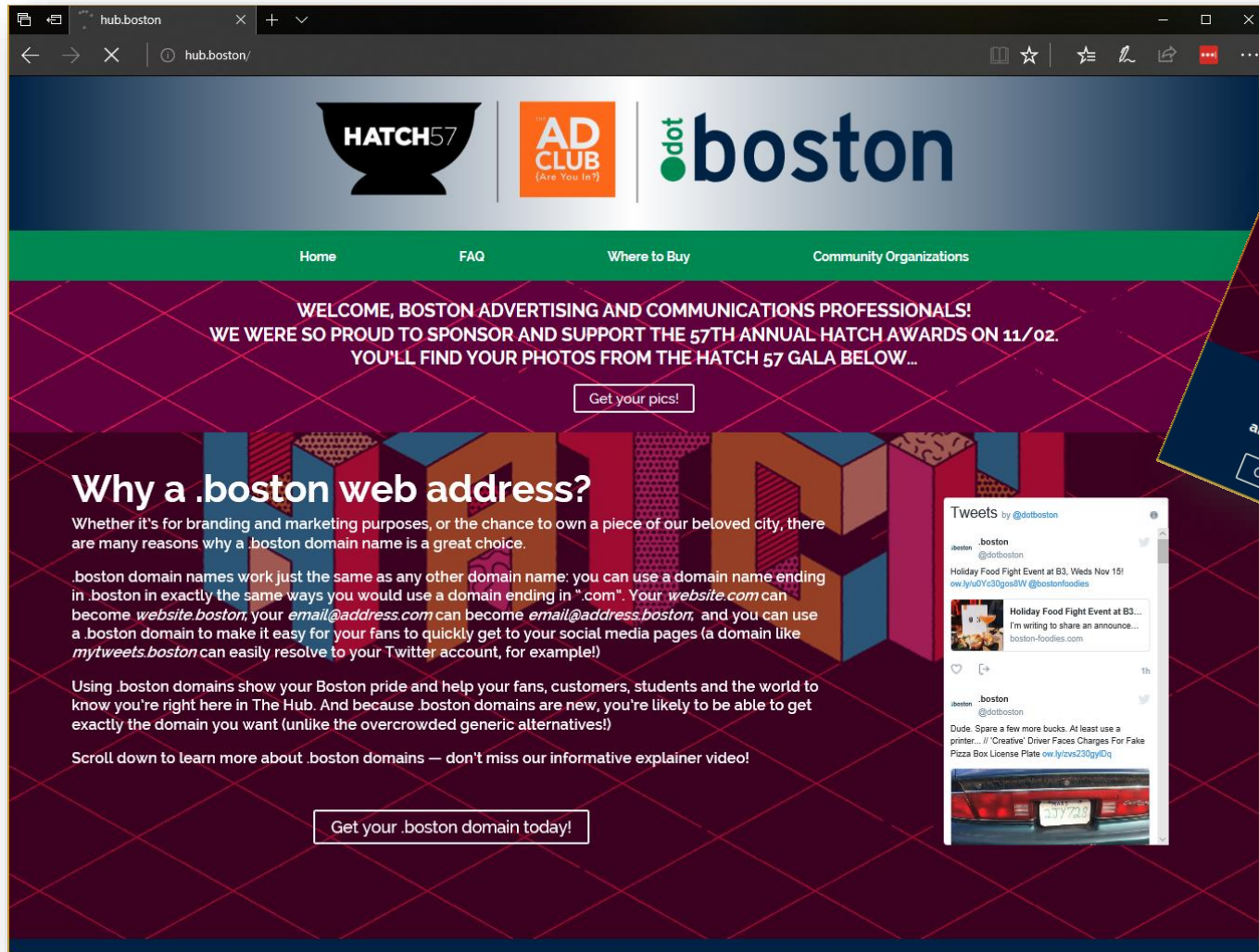
EVERY SINGLE AWARD-WINNING TEAM WAS PHOTOGRAPHED WITH .BOSTON BRANDING, AND GUESTS ENJOYED THE BOOTH LATE INTO THE NIGHT.



THIS IS THE “BOSTON BEANS” VERTICAL EXECUTION

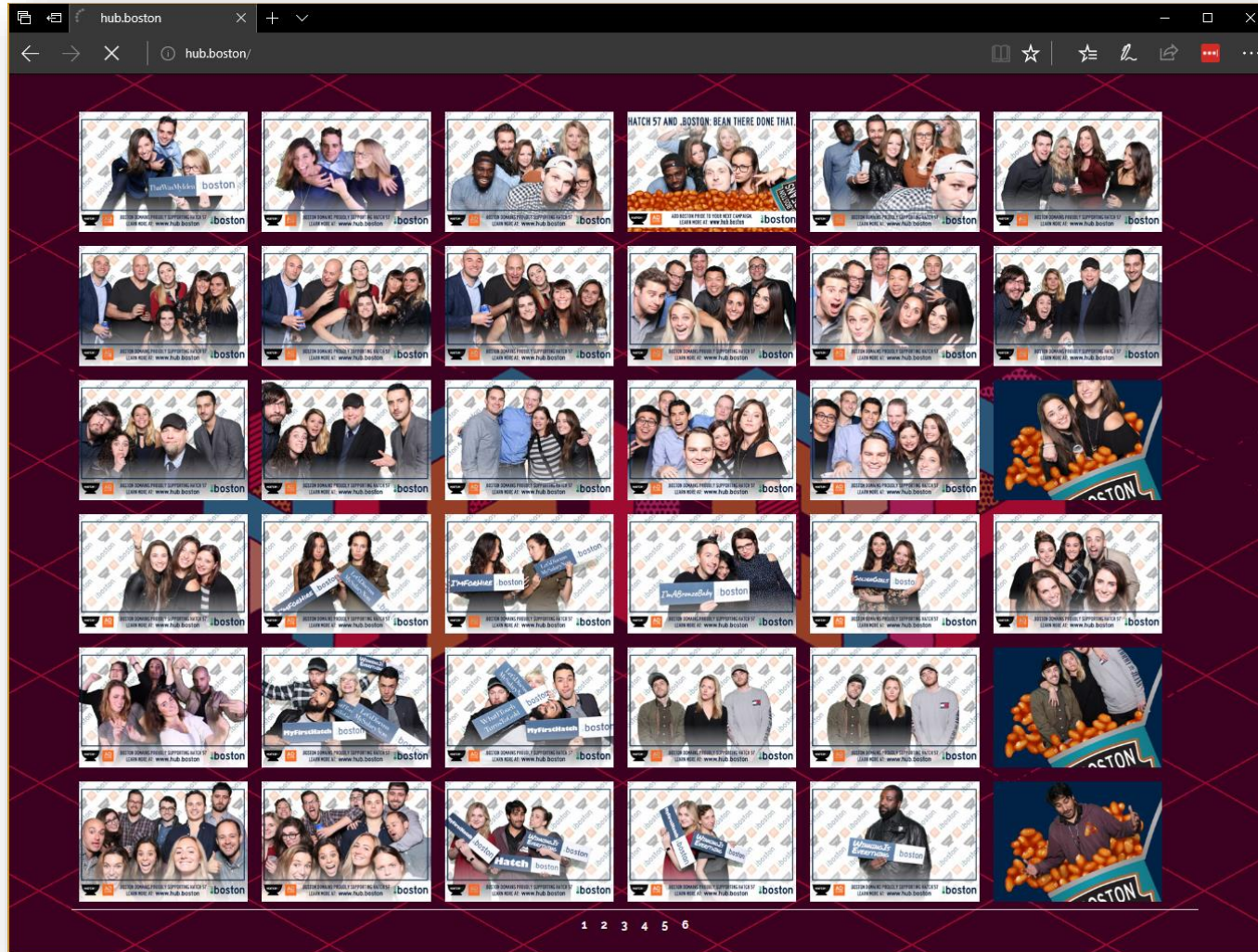
HUB.BOSTON TAKEOVER

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

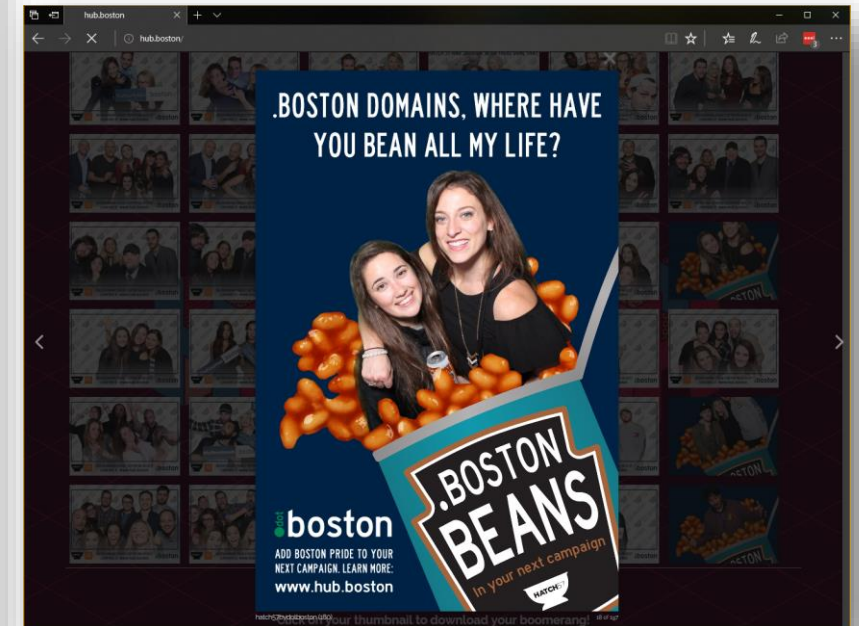


HUB.BOSTON TAKEOVER

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

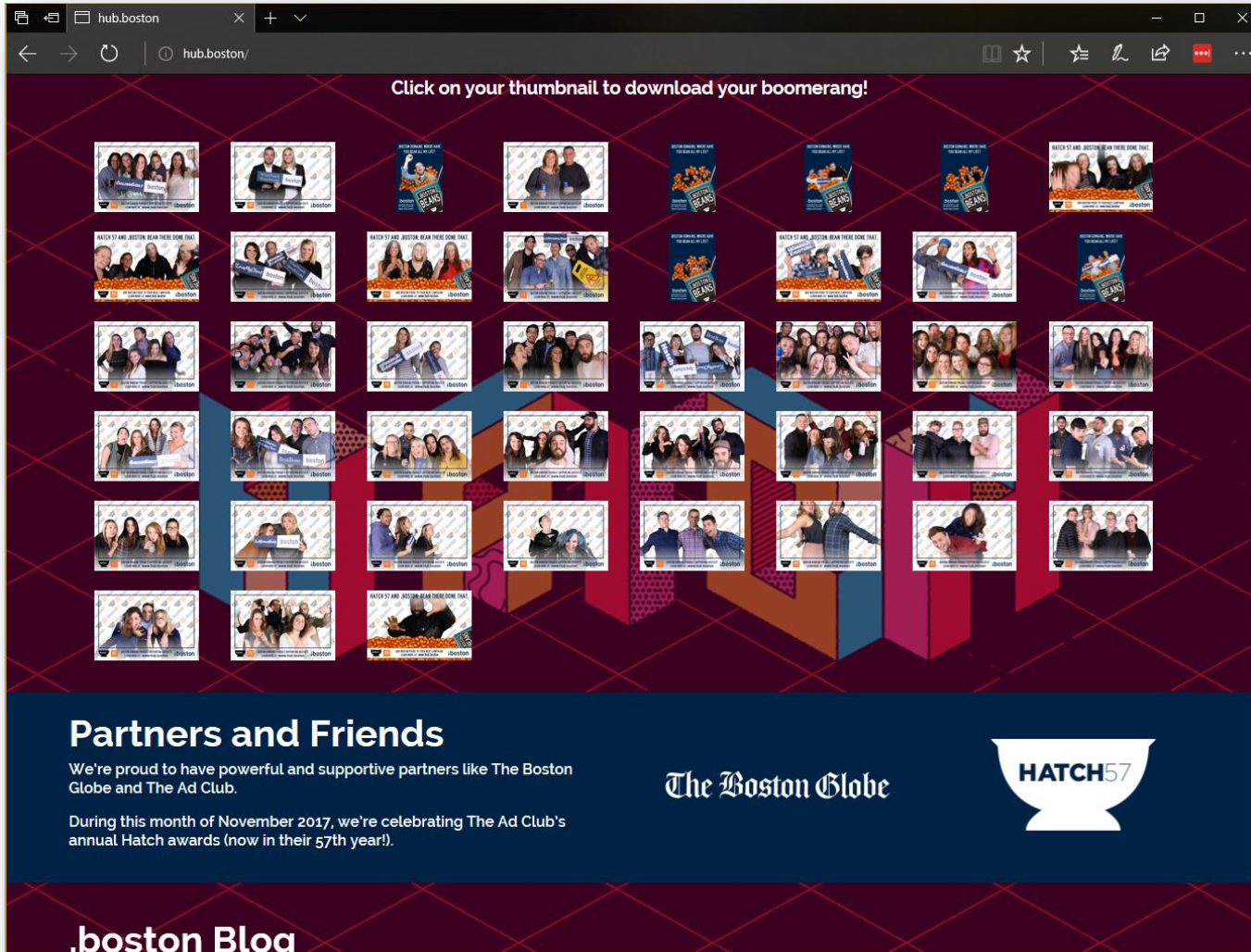


SIX PAGES OF PHOTOS IN A BEAUTIFUL AJAX-CODED GALLERY.



HUB.BOSTON TAKEOVER

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



Click on your thumbnail to download your boomerang!

Partners and Friends

We're proud to have powerful and supportive partners like The Boston Globe and The Ad Club.

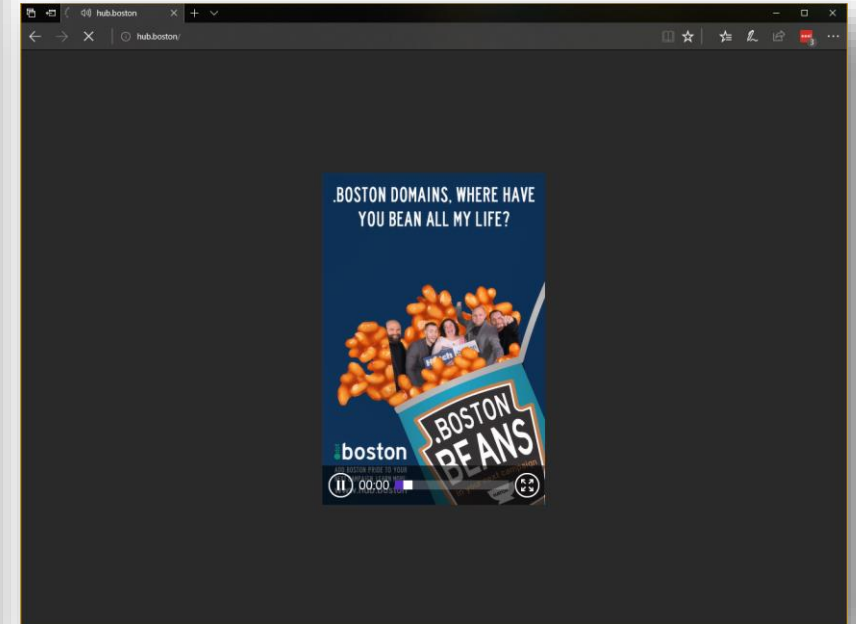
During this month of November 2017, we're celebrating The Ad Club's annual Hatch awards (now in their 57th year!).

The Boston Globe

HATCH57

.boston Blog

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



.BOSTON DOMAINS. WHERE HAVE YOU BEAN ALL MY LIFE?

BOSTON BEANS

boston

00:00

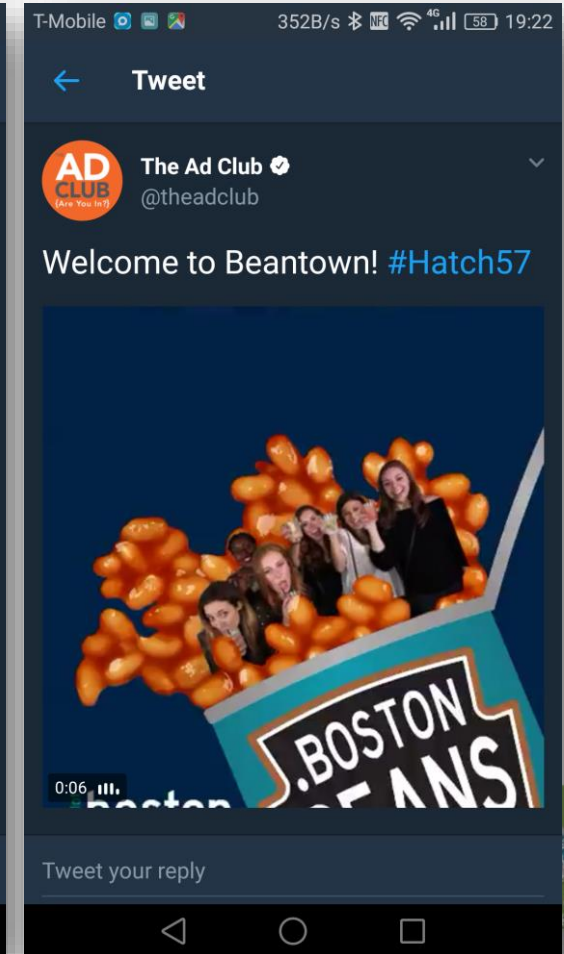


ALLEGRAVITA 朝光公关战略咨询

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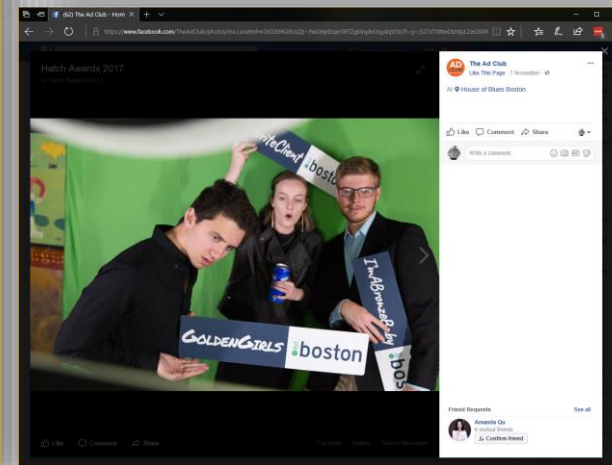
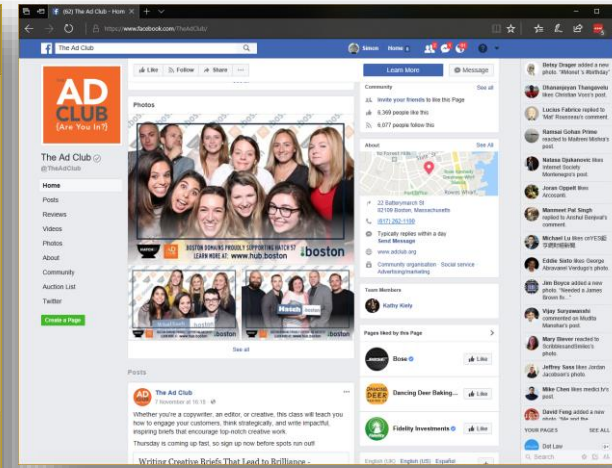
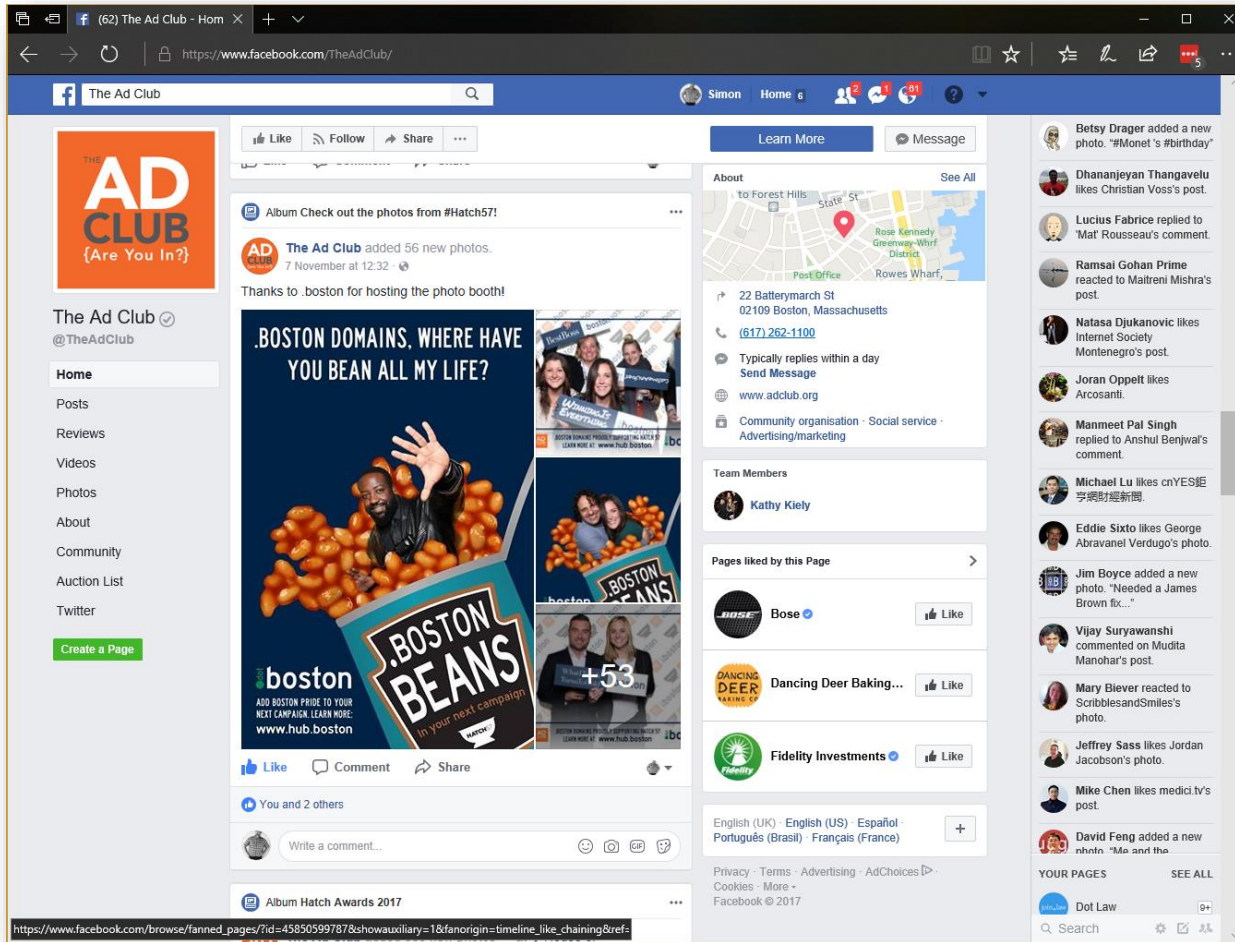
SOCIAL SHARING WINS

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



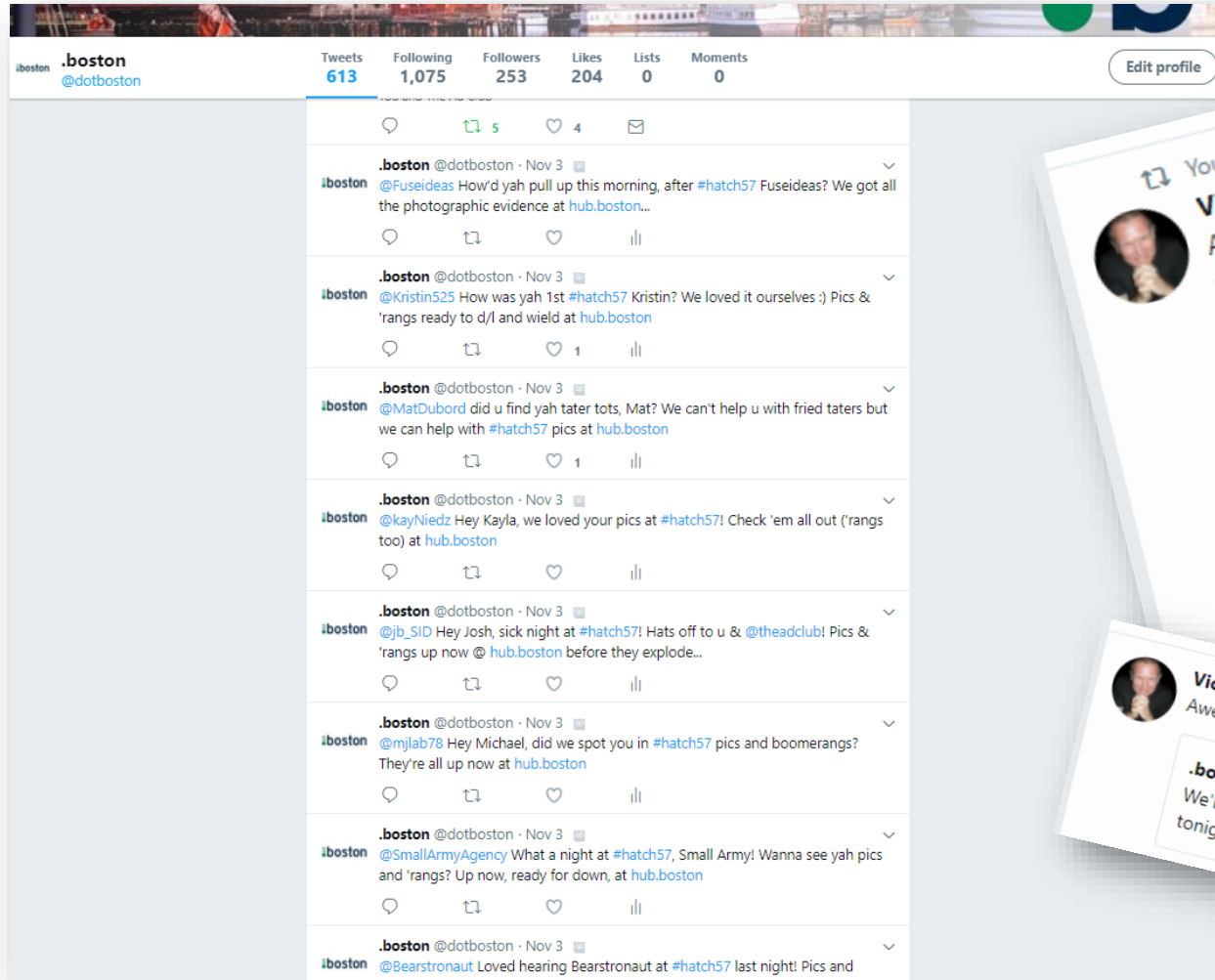
SOCIAL SHARING WINS

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



SOCIAL SHARING WINS

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



MMX SOCIAL AMPLIFICATION CHAMPIONS SUPPORTED OUR CAMPAIGN.



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.

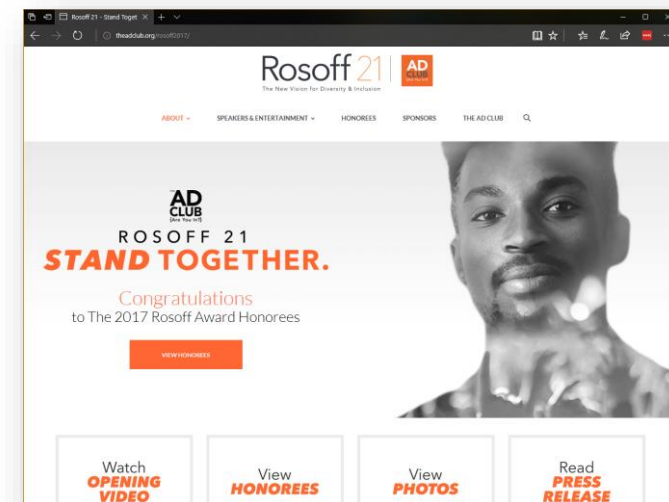
AN AWARD

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

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

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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