

# CASSIES 2011 Cases

**Brand/Case: GGRP Cardboard Record Player**

**Winner: Small Budget—Silver**

**Client Credits: GGRP Sound**

Gord Lord – Partner

**Agency Credits: Grey Vancouver**

Geoff Dawson – Copywriter/Associate Creative Director

Andrew McKinley – Art Director

Genevieve Loudon – Account Director

Dennis Isaacson – Production Manager

DYNA Graphics – Production

Vinyl Guru – Production

**Crossover Notes:** All winning cases contain lessons that cross over from one case to another. David Rutherford has been identifying these as Crossover Notes since CASSIES1997. The full set for CASSIES 2011 can be downloaded from the Case Library section at [www.cassies.ca](http://www.cassies.ca)

- Crossover Note 1.** What a Brand Stands For.
- Crossover Note 11.** The Eureka Insight.
- Crossover Note 16.** When a campaign stumbles.

To see creative, go to the Case Library Index and click on the additional links beside the case.

## A. EXECUTIVE SUMMARY

<b>Business Results Period (Consecutive Months):</b>	March 2010 – May 2010
<b>Start of Advertising/Communication Effort:</b>	March 2010
<b>Base Period for Comparison:</b>	January 2009 - December 2009

### a) Synopsis of the Case

GGRP is a premier sound house, based in Vancouver Canada. Despite a strong reputation, and a history of award winning work, GGRP was suffering from the perception that they'd gotten long in the tooth.

In answering the brief, we created a Direct Marketing campaign—based on the idea of vinyl—targeted at Creative Directors across Canada and into the US. This fit GGRP perfectly. Vinyl has a proud history; it's the #1 choice for audiophiles; it's the most creative and expressive medium for sound; and it's enjoying a tremendous resurgence in popularity. In so many ways, vinyl parallels the GGRP brand. To start, we redesigned the company identity and created a new website.

Next, we focused on getting the word out, and a concept took life. **Crossover Note 11.** Made from cardboard, we created a record player that folds up into an envelope (album jacket) that includes a 45-vinyl disc. The vinyl tells the history and emergence of GGRP, through a children's story entitled "A Town that Found its Sound. The record can be rotated with a pencil and as the vibrations go through the needle, they are amplified in the cardboard material. This said all we needed to say. It was simple, unexpected, and it immediately stood out.

### b) Summary of Business Results

The Direct Response rate was over 90%, far exceeding the target of 30%. Everyone who received a record player wanted to talk about it, or wanted more copies. But it's the indirect responses that have generated the most traffic. By targeting known sites frequented by advertising creatives, we achieved an incredibly high profile. In less than a month, the record player became an internet phenomenon, on over 500 blogs such as Gizmodo, The Wall Street Journal and Wired. YouTube views for an accompanying promotional video increased by over 20,000 in under a week. Traffic to the GGRP site grew exponentially, moving from 50 visits/week to more than 70,000. In addition, the player's success at awards shows (including The One Show, a Gold at Marketing and a Gold Lion at Cannes) further heightened the profile of GGRP with its target.

## B. SITUATION ANALYSIS

### a) Overall Assessment

GGRP is a premier sound house. After opening shop in 1968, they quickly grew to become the largest music production house in the country, with a client roster that included Ford, Coca-Cola, Pepsi, Kraft, Levis and dozens more. During the mid 70s, GGRP even tried their hand in the music business, opening the legendary Little Mountain Sound – home to Metallica, Bon Jovi, Aerosmith, Motley Crue and AC/DC.

For the greater part of 3 decades, GGRP sat firmly on top of its profession and it seemed the brand was forever destined to succeed.

But fast forward to the present day and the story changes. In the category of sound design and production the competition is fierce and the market aggressive. Although GGRP still holds a strong position, they're no longer considered the default choice. In fact, it seems that despite a strong reputation, and a history of award winning work, GGRP suffers from the perception that they've gotten long in the tooth. [Crossover Note 16](#).

#### **b) Resulting Business Objectives**

- Prove that GGRP stands for creativity in sound; that they remain current and relevant; and deliver on the promise that for those that truly love sound, both in its quality and creative expression, GGRP is the obvious choice. [Crossover Note 1](#).
- Generate 30 quality leads (an annual target from one big push – based on a 30% response to 100 mailers).
- Create dialogue amongst the people that matter to GGRP—give Creative Directors across North America a reason to reconsider this legacy brand.

#### **c) Budget Range/Share of Voice**

The total budget was \$5,000. This included concept development, production (including all hard costs) and distribution. The online seeding and social media strategy had no budget and was included in the fees for the Direct Mailer.

### **C. STRATEGY & INSIGHT**

#### **a) Analysis and Insight**

We were dealing with Creative Directors—a tough group, inundated with communications and pressed for time. More importantly, they judge creative for a living and can be brutal. But they also have a unique disposition for the purity of an idea - be it smart, entertaining, simple, surprising or all of the above. If we could appeal to this, we could break through. We just needed an idea that would get us noticed.

#### **b) Communication Strategy**

With the \$5,000 budget, the reach for a Direct Mailer was limited. But in no way was this going to limit the potential for a much larger response. Our bigger picture strategy focused on the viral nature of a strong idea. And with a target audience that's highly active in online blogs and social media, the potential for success was high.

## D. CREATIVE EXECUTION

As noted, we hit on the concept of vinyl, and it fit GGRP perfectly. Vinyl has a proud history; it's the #1 choice for audiophiles; it's the most creative and expressive medium for sound; and it's enjoying a tremendous resurgence in popularity<sup>1</sup>.

Originally, we considered sending vinyl records, but there was a problem: nobody has a player anymore. But there was something in this idea. Vinyl can provide an experience that immediately connects an audience with the passion and love for sound. And it also connects with a sense of history and nostalgia while remaining relevant and cool.

Pressing vinyl could be figured out. We just needed a way to play the record. After extended research and a number of failed prototypes, we had our solution. We found a way to turn the album jacket into a player and, as described earlier, the concept took life.

(Promotional Video)



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<sup>1</sup> Wired.com, Eliot Van Buskirk, 29/10/2007

MAKING IT MAKE NOISE  
GGRP Sound



A record player created from a piece of corrugated cardboard that folds into an envelope. Once assembled, a record can be spun on the player with a pencil. The vibrations go through the needle and are amplified in the cardboard material. The players were sent out to creative directors across North America as a creative demonstration of GGRP's sound engineering capabilities.

PHOTOS COURTESY OF LARRY GOLDSTEIN



## **E. MEDIA EXECUTION**

From February to March of 2010 we sent out 100 copies of our Direct Mailer to Creative Directors across Canada and the US.

As part of our bigger strategy, we focused on spreading the word. Targeting 10 major advertising blogs (including Best Ads on TV, Ads of the World, Strategy, Archive and more) and various social media outlets, we seeded the record player. In one day the idea had taken off, spreading to all the major blogs. By the second day, we couldn't keep up. The Direct Mailer had gone viral.

At this point we assigned a PR team to monitor activity and provide support where needed. With just this base level of support, we were able to manage our exposure and capitalize on the activity by generating qualified leads for GGRP.

## **F. BUSINESS RESULTS**

Direct response to the physical mailer well exceed our target of 30%. From the 100 units mailed, our response was over 90%. During March – May 2010, GGRP generated 60% more leads than they did during all of 2009. It seemed like everyone that received a player wanted to talk about it – or wanted more copies. But it's the indirect responses that have generated the greatest response.

The player became an overnight internet phenomenon. In its first week, the GGRP Cardboard Record Player was on more than 500 major blogs, with features on leading consumer sites such as Gizmodo, Wired, and The Wall Street Journal. Twitter, Facebook and other social media channels lit up and YouTube views for the promotional video increased by over 25,000 in less than a week.

Traffic to the GGRP site grew exponentially during the weeks to follow, moving from an average of 50 visits/week to more than 70,000. Our spread the word strategy had worked. Creative Directors were not only noticing GGRP, they were talking about them. And they were talking in a way that made GGRP synonymous with the notion of sound and creativity.

The number of leads generated by the Direct Mailer well exceeded initial targets; but when compared to those generated by the viral activity, they were almost insignificant. During a 6 week period following the initial seeding, more than 400 qualified leads contacted GGRP via phone and email.

With the overwhelming success and popularity of the player, we looked to the awards shows. Again, by gaining profile at some of the industry's best shows, we could further push GGRP into the minds of our core target. With wins at The One Show, a Gold at Marketing and a Gold Lion at Cannes, we did just that.

## G. CAUSE & EFFECT BETWEEN ADVERTISING AND RESULTS

The argument is unequivocal. There was no other activity that could have caused such a major upswing in interest in GGRP.

