



Bronze– Bell.ca

Bell.ca

Bell.ca had to break through the Christmas clutter—no easy task at the busiest shopping time of the year. And with a limited budget and limited avails, media choices were circumscribed too. That's why the company opted for radio remotes, leveraging the medium's capacity to produce a quick but concentrated promotional blitz and call to action during that critical retail period.

However, these radio remotes were unlike anything anyone had done before in Toronto: Rather than being held in a store or some other typical location, these remotes were virtual, just like Bell.ca. Although the radio stations were apprehensive about the idea at first, they were soon persuaded by the fresh, unexpected approach of a DJ apparently broadcasting the remote from home to demonstrate the ease of shopping online at Bell.ca. The company used eight live cut-ins during the run up to Christmas 2002 to advise shoppers just how convenient it was to shop or look for gift ideas online and so avoid crowds in malls.

Bell.ca chose Mix 99.9 and 102.1 The Edge in Toronto to run the virtual remotes as the company wanted an adult audience 25 to 54 that had the highest number of Internet users. Both stations ran 25, 30-second brand sell spots and 20, 30-second pre-promos during the week of the remote, with the eight 60-second live cut-ins running between 10:00 a.m. and 2:00 p.m. on consecutive Saturdays. To support the remotes, Bell.ca also ran Internet and out-of-home advertising.

The Bell.ca remotes were a resounding virtual, and actual, success. Tracking shows that online visit objectives were exceeded by 520% and during the remote broadcasts themselves there was a 25% lift in visits to Bell.ca.

Bronze

Title: Virtual Remote

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