



Cunning.

Client:
UK2.NET

Project:
Bending over backwards



Cunning.com

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“The campaign also had a significant impact, including within UK2.NET itself, uniting our employees with the common goal of keeping customers happy and providing them with the best possible support.”

Challenge:

We were briefed by web hosting company UK2.NET to create a brand awareness campaign positioning them as the web hosting company with the best customer service to both new and existing customers.

Strategic Thinking:

Excellent customer service is UK2.NET’s point of differentiation. They speak the same language as you and I – not techy, not alien, just plain English in a helpful manner.

So as an online company we felt that an integrated digital campaign was the quickest, most immediate and quite frankly, most natural way to reach our audience.

This great customer service positioning led us to the strategic thought that UK2.NET bend over backwards to help, which we in turn communicated through virals, a microsite and banner ads. We also organised an internal launch to familiarise and garner support from the men and women who bend over backwards daily.

Campaign Elements:

Over a period of eight weeks, we released four virals, developed a bespoke microsite, and a series of static and dynamic banner ads.

Virals

The four virals were very “fly on the wall”, documentary, hidden camera style.

We cast contortionists alongside actors ensuring that their performances coupled with the scripts, clearly communicated this strong proposition.

Each viral was seeded at two-week intervals with links to the microsite www.webendoverbackwards.com.

Microsite

The style and tone of the microsite was developed to compliment the virals retaining the lo-fi non-corporate

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feel. Within the site were various interactive rooms including a Stationery Room, Reception, Toilets, Water Cooler Room and Meeting Room. There was scope for user generated content to be uploaded to the site and a fun interactive section where people could upload faces to crazily bent over backwards characters all enhancing the viral nature of the campaign. Check it out on www.webendoverbackwards.com

Internal Launch

Staff buy-in was a key success component for UK2.NET...to really push the point on the night we hired a contortionist and challenged the team to a two-hour limbo game, with some amazing results.

Results:

Our target was to achieve 60,000 views per viral, 240,000 in total. We comfortably exceeded this target by a total of 78,631 views with the Water Cooler viral exceeding its target by over 50%.

Tourist Viral	-	72,378 views
CPR Viral	-	76,718 views
Water Cooler Viral	-	94,271 views
Courier Viral	-	75,264 views
TOTAL VIEWS	-	318,631 views

Summary:

Overall the campaign was a success, greatly exceeding the targeted number of people to which the brand was exposed.

Nicola Woolham, UK2.NET Marketing Director, "UK2 worked with Cunning in order to create a viral campaign to reach new customers, create brand awareness and stand out against our competitors. The "We Bend Over Backwards" campaign did that and more. The virals received an astonishing amount of views leading visitors to the "We Bend Over Backwards" microsite and ultimately to UK2.net. The campaign also had a significant impact within the company itself, uniting our employees with the common goal of keeping customers happy and providing them with the best possible support. It now represents what we do, what we stand for and who we are at UK2"

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