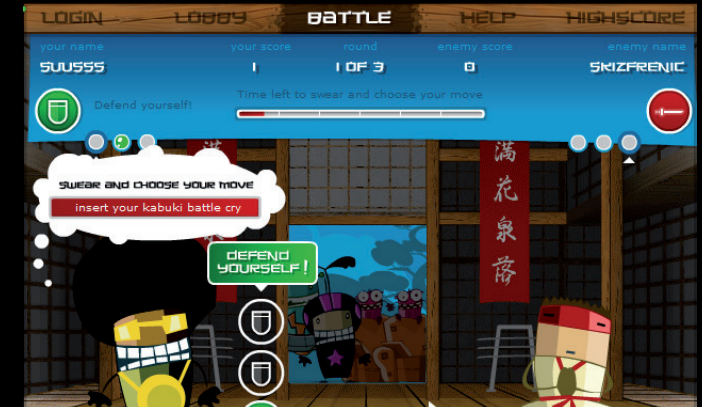
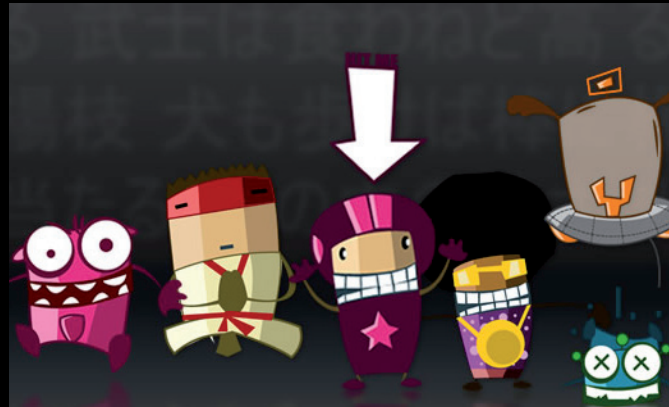
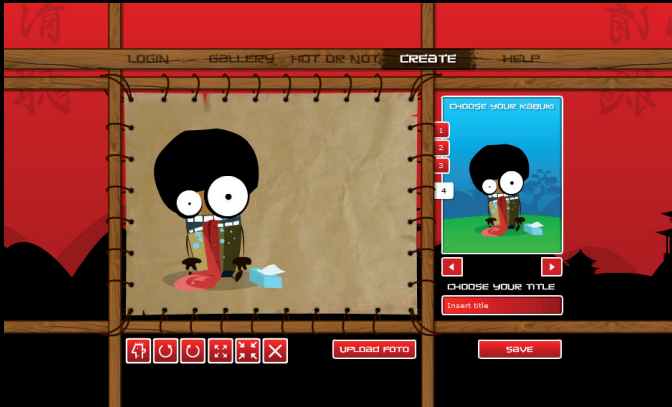


Case Study | MTV Networks | Kabuki Battle



1. Challenge

Our challenge was to create new interactive “personas” in order to position MTV and TMF as the next generation interactive channels for tv, web and mobile. Target audience was a 13-24 years audience in the Benelux region.

4. Use of Media

First we launched the Kabuki Battle with 5 second Kabuki TV commercials. Next we started an online rich media campaign, a TAB on MSN Messenger, a campaign on Hyves and Google and a mobile campaign.

2. Strategy

Insights: screenagers like to play games and create interactive avatars. We need to go “fully overboard” on tv, web and mobile to engage the target audience.

5. Results

In 4 months over 300.000 people played the Kabuki Battle, 57.000 Kabuki emotion packs were downloaded from Messenger, over 3.500 hotpix were created and 5.400 paid mobile games were downloaded. 78% of the audience rated the Kabuki as totally awesome (source MTV SwitchOn panel).

3. Concept

We created 5 Japanese action heroes called: Kabuki. In the Kabuki Battle arena we offered a multiplayer battle game, a user created hotpix gallery, avatars, mobile games, ringtones, MSN Messenger emotions and more interactive entertainment.

6. Nominations

KabukiBattle was nominated as best “interactive gaming concept” at the Dutch “Spin Awards”.