

Russian Girls Take Over Times Square

Maybelline NY takes girls from Russia to NY in a flicker of eyelashes in a new online-campaign by Grape Moscow, involving interactive promotion on a Times Square billboard.

The Maybelline NY campaign, carried out by Russian interactive agency Grape, kicked off with a Times Square takeover event on April 2nd. and will continue through April 15. During this time, ordinary girls are invited to submit their photos, to get featured on the billboard in Times Square, be voted for by New Yorkers, and win a trip to NY.

Girls may upload photos or take them with a webcam, through a dedicated Facebook app (https://apps.facebook.com/maybelline_nyc_en/), and an app in the top popular local Russian social network Vkontakte.ru (Vk.com) (<http://vk.com/app2852018>). The photos are then turned into a short personal video presentation, that gets featured on the billboard.

Starting from the takeover event, passersby in Times Square can vote for girls through the website <http://maybeny.com/>, to help them win the free New York trip.

To boost participation during the event, street teams, provided by Brand Marketers, were encouraging passersby to vote for the girls 'right here right now'. Another booster of engagement was the live HD cam from ClearChannel Spectacolor, the billboard owner, that instantly attracted the crowd to cheer for the girls from Russia in front of the billboard.

In addition to being broadcast live onto the billboard (which served as the most intuitive attention trigger), people from the square were seen by participants from Russia, who have a chance to track what's happening on the billboard live 24/7 through a livestream video, provided by Boston-based digital out-of-home technology company Aerva (<http://aerva.com/>).

After the launch, through April 15th, regularly updated videos of the girls are appearing on the billboard every hour 24/7 through April 15. At the end of the campaign, the winner of the voting will go to New York, and the story will be continued...

<http://vimeo.com/39728592>
<http://vimeo.com/39779553>

You may download photos of the launch event here

<http://www.sendspace.com/file/c0shn9>

Maybelline New York, L'Oréal

L'Oréal is a worldwide leader in the cosmetics industry, developing innovative products to meet the diverse needs of consumers in 130 countries worldwide. With annual consolidated sales in 2010 of €19.5 billion, the company employs more than 66,600 people in 66 countries and manufactures 5.7 billion products in 38 manufacturing plants around the world. The prestigious portfolio of leading personal care products brands are developed by scientists in the company's 18 research laboratories and 12 evaluation centers around the world and includes: L'Oréal Paris, Garnier, Maybelline New York, SoftSheen•Carson, Lancôme, Giorgio Armani, Shu Uemura, Yves Saint Laurent Beauté, Viktor & Rolf, Diesel, Cacharel, Kiehl's Since 1851, Ralph Lauren, Biotherm, L'Oréal Professionnel, Kérastase, Redken 5th Avenue NYC, Matrix, Logics, Mizani, Pureology, Vichy, La Roche-Posay, Sanoflore, Dermablend, SkinCeuticals and The Body Shop.

Grape

Grape is the first strategic digital agency on the Russian market. Founded in 2002 by people who always knew that advertising is beyond TV- or banner-ads.

Lucky to be at the avant-garde of the advertising industry and dynamically expanding, we connect brands and users in the way comfortable, enjoyable and relevant for both. Our strong teams ensure a high level of client service, ideation and production, which has been appreciated by our clients, as well as a number of high pitched local and international awards (<http://grape.ru/agency/awards.html>). Since 2009 we're a member of SoDA (<http://societyofdigitalagencies.org/>), together with other worldwide digital leaders.

We know it's just the beginning!

ClearChannel Spectacolor

the newest sign technologies, including LED video screens, electronic zippers, fiber optics, specialized lighting, patented projection technology, unique 3-D embellishments and other high impact executions. In-house creative services and start-to-finish project management assist marketers in creating effective communication for a growing on-the-go audience of consumers and business people. Established 1976.

Aerva

Aerva (<http://aerva.com/>) is a technology company that enables real-time interactivity between mobile, social media applications and digital display networks (outdoor, place-based or enterprise). Aerva platforms offer a suite of software and services for creating, managing, delivering compelling content and experiences across digital media channels.

Brand Marketers

Specializing in experiential executions and non traditional media placements Brand Marketers (<http://www.brandmarketers.com/>) is a full service advertising and marketing corporation. BRAND AMBASSADORS, a unit of the corporation, has made a mission out of supplying the most high quality, well trained, reliable trade-show, event, spokes models, performers, and other promotional talent for the award winning permitted and guerrilla activations. Brand Ambassadors can supply local staff and managers in any US DMA.