

The whole ball game

*INTERACTIVE TRIBAL DDB

Tribal DDB's online efforts proved that the internet could brand, promote and generate sales of high-end products such as cars, without sacrificing creativity.



▶ It's what Tribal DDB's client *didn't* do that helped the agency take out the Interactive honours this year. When Volkswagen Group Australia wanted to launch its Golf GTI and pre-sell a full shipment of 350 cars this year, it turned to Tribal, which developed the gti.com.au microsite and a cleverly paced drip-feed email campaign to whet the appetites of registered users. The campaign generated such momentum and proved so effective, Volkswagen decided to pull the plug on its planned print and TV campaigns—Tribal's online efforts had already secured pre-orders in excess of the 350 target with an overall cost per sale of only \$116, making the other executions redundant. A quick *B&T* ring-around of several VW dealerships found that there were currently no GTIs in stock, and a waiting list of six-plus months.

At a time when online is fiercely jostling with traditional media to secure a greater share of advertising spend and also prove itself as a "branding", and not just a retail medium for high-end products, Tribal's GTI campaign showed how online could be utilised to deliver sales without sacrificing creativity: it clearly showed that the internet could brand, promote and generate sales of products in the higher-end category.

On the awards front, another Tribal interactive campaign for VW Golf V took out the Grand Prix at the Golden Award of Montreux, while its Dairy Farmers Dareshot work won Best Beverage

Website at the New York Web Awards. It also won two awards at MADC—Best Consumer Site for Jumbuck and Best Online Advertising for Ski Victoria's 'Ski Extreme' campaign.

Also impressive was the agency's new business portfolio. Tribal's objective this year was to focus on four key areas—telecommunications, technology, travel and finance. It achieved wins in all these sectors, with Hutchison 3, Dell, the Singapore Tourism Board and Citibank coming onboard as clients, alongside Macquarie Radio Network's 2GB, Sanyo, Dairy Farmers Moove, Yellow Pages, AAMI, Australian Unity and BP Petroleum.

Tribal earned bonus points for not losing any clients from either the Sydney or Melbourne office this year and by growing revenue by 21.5%.

Despite Tribal's win in this category, it was still hard to look past Saatchi & Saatchi Interactive New Zealand's achievements.

This year, Saatchi & Saatchi Interactive New Zealand is *B&T*'s runner-up Interactive Agency of the Year due to its 100% new business pitch rate (TVNZ, Sony Pictures, Westpac, Heineken, Emirates, NZ Army and Starbucks Japan); its 143% revenue growth; its five AWARD wins for NZ Army; and its business strategy to expand with the launch of Saatchi & Saatchi Wireless, Sneeze (a viral and word-of-mouth division) and an eCRM unit. Congratulations to both agencies—they both deserve to be winners.



- ▶ Tribal DDB's campaign for Volkswagen (above) was so effective, the car-maker pulled its planned TV and print campaigns.
- ▶ The agency won Best Online Advertising for Ski Victoria's 'Ski Extreme' campaign (below).

