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Palm Santa's Gone Centro Campaign Leverages Social Media for Dramatic Branding Results

Viral sharing of campaign content drives 16% of overall online traffic to campaign landing pages

PALM, INC. (www.palm.com) is a leading mobile products company, creating instinctive yet powerful mobile products that enable people to better manage their lives on the go. The company's products for consumers, mobile professionals and businesses include Palm® Treo™, Pre™ and Centro™ phones, as well as software, services and accessories.



CHALLENGE

Palm tapped **CREATURE** to get the word out about its new Palm Centro phone among 18-24 year-old "technology hold-outs" who had yet to upgrade to a smart phone. Creature's integrated



campaign spanned traditional media including TV, radio, outdoor, and cinema; interactive media including online and mobile advertising; and also relied heavily on social media. The celebrated *Santa's Gone Centro* campaign presented a modern, upgraded Santa Claus named "Claus" who hangs out in LA at clubs, spins records, and lives a full social life that isn't usually possible at the North Pole – all because of the Palm Centro. The campaign connected deeply with the target audience, because it showed Santa, the oldest, most outmoded man on Earth, upgrading

his clunky wooden 12-key cell phone to a sleek Palm Centro. The campaign ran from December 1 to December 31, 2008.

SOLUTION

One of the most unique aspects of the *Santa's Gone Centro* campaign was its strong viral, social media component. Because Claus is a hip young guy, the campaign included a detailed profile page for him on Facebook, complete with fans, videos, a personal profile, and real-time wall posts. Claus' Facebook page also included a Wish List Application that allowed people to upload their holiday wish list on their Facebook page to be shared with their friends and family; by putting a Centro on this wish list, they were offered a discount.



Creature chose to work with **METEOR SOLUTIONS** to extend the reach of – and measure

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the real impact of – the viral component of the campaign. Meteor used its **METEOR IGNITE** software to build engagement and amplify outreach around the *Santa's Gone Centro* campaign, seeding campaign videos on YouTube, Metacafe, and other viral sites and actively promoting the Claus Facebook page and campaign videos on blogs, Twitter, discussion forums, news sites, and Yahoo! Answers. Meteor also used its **METEOR TRACKER** software to actively track and measure all viral activity around the *Santa's Gone Centro* cam-

- » Pinpoint the most active and influential blogs where people were engaging in conversations about the Palm or Centro brand – and then make sure these influences knew about the *Santa's Gone Centro* campaign.
- » Monitor online conversations and participate where appropriate, posting comments to lead people to the Palm landing pages, dedicated Claus YouTube channel or the Claus Facebook page, based on relevancy and tone of conversation.
- » Alert deal finders and coupon hunters about Centro special offers.
- » Reach blogs and bloggers that would not normally be exposed to a typical advertising campaign.

“Social media was a relatively new channel for Palm, but the fact that Meteor Solutions made it measurable was a big selling point. With Meteor, we could provide Palm with detailed metrics on the actual impact that word-of-mouth sharing was having on overall site traffic.”

— Kelli West, Media Strategist at Creature

paign, creating a detailed “sharing graph” of the measurable, quantifiable impact word-of-mouth activities had on overall campaign traffic and click-through rates.

Working hand-in-hand with Meteor, Creature was able to:

- » Get an accurate measure of the traffic driven to and from campaign landing pages on Palm.com that came directly from viral sharing of campaign content.
- » Quantify “pass-along” activity of landing page content generated by organic and advertising activity.

RESULTS

The results of the *Santa's Gone Centro* campaign surpassed expectations – driving a huge surge in brand recognition and sales for Palm. The viral component of the campaign, managed by Meteor Solutions, made a large and quantifiable impact on brand awareness.

During the campaign, Meteor identified thousands of *Santa's Gone Centro*-related online conversations, inserting links to campaign landing pages in 548 of these discussions.

At the end of the one-month campaign, Meteor found that **16%** of overall traffic to *Santa's Gone Centro* campaign pages resulted directly from word-of-mouth activity.