

Claro offers additional pre-pay minutes to Costa Rican football fans based on the amount of extra time played in televised matches

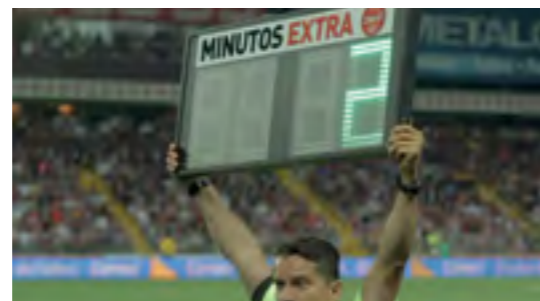


Latin American mobile giant Claro launched a campaign at top Costa Rican football club, Deportivo Saprissa, which targeted fans who were existing or potential pre-pay customers. When the number of extra minutes was displayed at the end of the team's matches in the national football league – added to account for time lost to injuries, substitutions and stoppages – Claro invited customers to text in to receive the same number of pre-pay minutes on their balance for free.

The alert was announced by commentators and via digital signage held up by match-day officials. Matches in the league have attendances up to 25,000, with an additional 425,000 on average watching on TV or listening on the radio.

"We wanted to take advantage of the moment when people pay most attention, and the one after when they want to share their impressions of the match," said Jesus Revuelta, creative director at Ogilvy Costa Rica, the agency behind the campaign. "We believe that there's no need for advertising that looks like advertising – we wanted to attract people, not interrupt them."

Just as extra time in football can often prove crucial, Ogilvy identified that, for pay-as-you-go customers who are often concerned about running



low, the same is true of any additional minutes they can add to their account.

Pre-play plans are extremely popular in Costa Rica and, as a result of the campaign, Claro reported gaining thousands of new customers each week when it ran during the final few months of the season as Deportivo Saprissa won the championship. It estimates that 92% of pre-pay users in the country were reached.

"Since Claro had only recently entered the Costa Rican market, we focused on creating brand awareness," added Revuelta. "Despite a relatively small media investment, and without being the main sponsor of the league, we still achieved great exposure and great results."

Claro Extra Minutes

Location Costa Rica
Date December 2013
Design Ogilvy, Costa Rica
 – ogilvy.com

[Video bit.ly/Claroextraminutes](https://bit.ly/Claroextraminutes)

Projection mapping makes this restaurant's table as much a part of the sensory dining experience as the Michelin-starred food



Set to be the world's most expensive restaurant at around \$2,000 per head (excluding any drinks), Sublimotion is a multi-sensory dining experience at Ibiza's Hard Rock Hotel, headed by Michelin-star chef Paco Roncero. Rather than entertaining themselves throughout the meal, diners are taken on a theatrical gastronomic journey with the help of a smart dining table, projection mapping and a backstage crew that synchronises the temperature, humidity and lighting in the restaurant.

"Our system permits the configuration of countless atmospheres, each one adapted to the chef's creations, to be introduced whenever they are needed," Javier Portoles, innovation director at inHedit, told GDR Creative Intelligence.

"There is a stage manager in continuous and direct communication with the chef. The stage manager has full control over the space, the tempo of the experiential effects and the staff – the same as a producer would for a TV show."

The dishes and technologies work together to produce an experience aimed to stimulate the five senses and keep diners constantly mesmerised and engaged. The projections change to respond to diner and chef behaviour, while the smart table can heat up, cool down and even stir beverages.

"We are producing the same effect as in a cinema," added Portoles. "If customers choose a fish dish from the menu, they will smell, hear, and see the sea, in addition to eating the chef's creation. The impact of the sensorial stimulus will provoke stronger emotions for the food, and the brand as a whole."

In the promotional video for the restaurant, the head chef Paco Roncero describes Sublimotion as "a radically different show you can only experience for yourself."

Sublimotion at Hard Rock Hotel

Location Platja d'en Bossa, S/N, 07817 Sant Jordi (Eivissa), Ibiza, Spain
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Design InHedit – inhedit.com, Vega Factory – vega-factory.com and Paco Roncero – pacoroncero.com
Website sublimotionibiza.com

[Video bit.ly/Sublimotion](https://bit.ly/Sublimotion)