

**Agency**

OgilvyAction Dusseldorf/OgilvyOne Frankfurt

**Client**

Kontor

**Product**

Boris Dlugosch release

**Title**

Back to Vinyl

**Country**

Germany

**Background**

Kontor, the world's biggest dance-music label, wanted to promote the new Boris Dlugosch release to the advertising industry. But they were targeting the world's most cynical audience: agency creative directors. These guys either pass promo CDs onto their staff or, more often, just throw them out.

They had to find a way to get through to every single one of them, so that they would actually listen to the new Kontor release.

**Idea**

As every good DJ knows, the best music comes on vinyl. But, few creative directors own a turntable anymore. So a spin was put on things, literally.

A "turntable" made from the envelope was mailed along with a vinyl disc of the music, with a unique smartphone app to play it. The recipient just had to flip the envelope and then put the disc on the "turntable." They could then activate the QR code with their phone, place it over the record and listen to the new track. Plus, they could also play other tracks or contact Kontor via the connect icon.

It was analog fun with a digital device.

**Results**

640 of the 900 turntable QR codes were activated. That was a 71% response rate, 64% higher than the average response rate to a mailing. There was also much positive feedback – from some of the industry's most important people.

42% followed the link to the Kontor Online Store.

**Insights**

Creative directors are one of the hardest target audiences to reach. Not only do they hide behind their gate-keepers but when you do finally get in front of them, they exercise judgement. Only if you are interesting or if you are cool will they look at what you have to offer. Even as consumers, they bring a professional eye to everything. So by all those criteria, this mailing was a success, appealing to most creative directors' sense of retro style while embracing modern technology.

**Creative team**

**Chief Creative Officer**

Stephan Vogel

**Executive Creative Directors**

Martin Seele

Uwe Jakob

**Art Directors**

Tobias von Aesch

Klaus-Martin Michaelis

**Copywriters**

Martin Seel

Mike Bayfield

**Creative Assistants**

Daniel Siegel

Esra Bueyuekdoganay

**Production**

**Technical Director**

Jens Steffen

**Other**

**Account Manager**

Annika Hake

**Head of Project Management**

Hanna von Schultz

