

Agency
Orbital Proximity, Madrid

Client
Nokia

Product
Business Solutions

Title
This Mug Is Not My Mug

Industry
Technology

Country
Spain

Background
Nokia provided technological solutions that helped improve the security, mobility and connectivity of businesses and their employees. However, investing in this equipment was a decision that needed to be made jointly by a business's managing director and the IT director. The problem was, these people hardly ever spent time together.

Idea
The challenge was to come up with an idea that would get the managing director and the head of IT together. The solution was to send both individuals a personalized mug, but the wrong one. So the managing director got a mug with the IT director's name on it and vice versa. They would have to meet to exchange their mugs and while they were doing that, they might as well share a coffee and a conversation about what Nokia could do for them.



Results

93% of the mugs were exchanged. In total there was a 64% response rate in terms of meetings arranged.

Insights

Isn't it ingenious to bring together two people who ought to meet regularly but don't? That's a real insight into corporate life for you. Not only do the mugs act as a trigger to making time together, they provide the motivation for turning the meeting into a discussion – over coffee. The follow-up mailing would have tweaked the guilty consciences of those who hadn't responded to the first message to lead to a seriously impressive set of results.

Creativity is not about winning awards; it's about achieving business success. But how pleasing it is when you can do both.

CREATIVE TEAM

Creative Director
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OTHER
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"Are you still waiting to have that coffee with the business expert of your company?"



"We remind you of some of the subjects for conversation that can make that coffee something very interesting"

