



Flip('n Hek, Australia)

Building Buzz at Lightning Speed

With less than five weeks to launch, Text 100 Sydney was briefed to build buzz and retail heat for the arrival of Cisco's Flip Video pocket video camera in Australia and New Zealand ahead of Christmas 2009.

Focusing on key demographic lifestyle sectors, the team created an integrated campaign aligning Flip with cool – everything from celebrities like Australian pop star and 7 times ARIA nominee Jessica Mauboy and Australian pro-skateboarder and TV presenter Corbin Harris, to hot events, a red carpet photo call, launches and concerts. Bloggers, Christmas reviewers and lifestyle media were sent Flip Videos to review well ahead of launch to ensure the product was being endorsed by the right influencers.

A series of events, including a [launch party](#), an [intimate unplugged concert](#) for 2Day FM and Girlfriend competition winner and a [Bondi Beach Flash Mob](#) ensured that Flip was at the forefront of reviews, social pages, blogs, Twitter and broadcast news. This culminated in 269 items of coverage including 32 Christmas gift guides, 101 reviews, 10 TV slots, 22 on air radio promotions, competitions with 13 media outlets and 8 industry/ product awards. Media coverage achieved more than 64 million impressions across Australia and New Zealand. Additionally Flip appeared in the video for Jessica's new single '[Let me be me](#)'.

