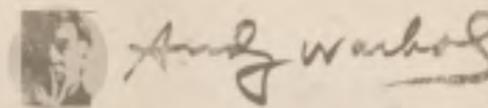




# SILVERPOINT

ABSOLUT  
VODKA

punchdrunk  
THEATRICAL EXPERIENCES



something  
else

RESPONSIBLY

©/®/TM The Andy Warhol Foundation for the Visual Arts, Inc.

**MARKETING  
SOCIETY  
EXCELLENCE  
AWARDS 2016**



**CATEGORY  
E: BRANDED  
CONTENT**

**SILVERPOINT**



# Executive Summary

# Objective

**In March 2015 Absolut Vodka needed to launch the Andy Warhol Limited Edition bottle to re-establish the link between the iconic vodka and contemporary art and recruit advocates amongst 25-34 Urban Creative Millennials.**

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# Scale of Task

The challenge was drive brand fame in a crowded spirits market with a fraction of the mainstream players' budget. The aim was reach hard to impress Millennial tastemakers. We knew the experience economy and immersive theatre were high as passion points for these consumers.

The brief was simple – create a groundbreaking immersive experience to celebrate the launch of the Warhol Limited Edition bottle so captivating that consumers would have to talk about it, creating a strong emotional tie to Absolut Vodka and increasing brand affinity.

Punchdrunk was the perfect partner who had a loyal audience overlapping with that targeted by Absolut. Punchdrunk proposed exploring the intersection between digital and real worlds, envisioning a simple, addictive game. The more you play the more you discover.

Somethin' Else was approached to make the game and related content a reality. An extremely ambitious project was envisioned through multiple channels, combining story, gameplay, texts, phone calls, live events and a heart stopping finale centred around an Absolut drinking experience. The aim was for a truly immersive experience pushing the branded content boundaries.

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# Key Results

## In 3 weeks Silverpoint achieved:

- **Media Reach 1 million (72%, 25-34's in London)**
- **44.5 million impressions served (281,631 engagements)**
- **22,000 downloads, 13,000 players**
- **5,000 Absolut cocktail samples served**
- **2,500 attended live locations**
- **2 hours average player time (above average for games)**
- **App Store Top 10: puzzle and adventure games**
- **2,400 organic social media mentions**
- **Absolut Andy Warhol bottle sold out in 6 weeks (Pernod Ricard expectation 3 months)**
- **Post campaign Absolut became fastest growing spirit brand for on trade.**
- **60% positively impacted brand preference**
- **50% would recommend Absolut to a friend**



To celebrate the Absolut Andy Warhol Limited Edition bottle this game is inspired by eight of Andy Warhol's Silverpoint sketches. Your aim is to collect the stars and unlock a story, piece by piece.

**CONTINUE**

Enjoy Absolut responsibly

**drinkaware.co.uk**  
for the facts about alcohol

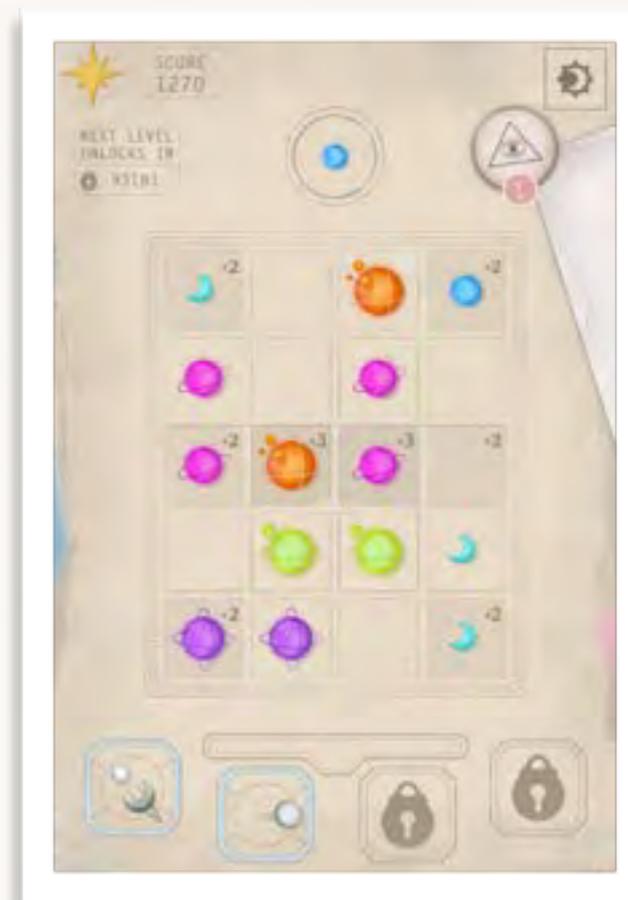
T&C's

SILVERPOINT



# The Experience

**Absolut engaged immersive theatre company Punchdrunk and content agency Somethin' Else to create a game and real-world theatrical experience that would appeal to London based tastemakers with branded content that was truly innovative and ground-breaking. The brief was simple - impress this hard to reach group with innovative content and get them to engage with the brand and sample the product. The tastemakers we needed to reach are marketing savvy. Credibility and quality of experience was key. Further, the market for games, especially one only available for two weeks, is a difficult one to break through. The big challenge though was to engage an audience for several weeks as well as encourage them to leave their homes (up to three times) to have real world experiences. Punchdrunk's involvement, and a carefully designed experience across both the digital and live elements, ensured that many in this group would be attracted to what we created.**



**A game was created that on first appearances seemed to be a typical “match 3” app where players matched planets to score points (picture, top right). As players succeeded in doing this they unlocked the narrative to a story about a girl called Chloe who had become obsessed with a game and gone missing (picture, left). At the same time, players were prompted to enter details such as their name, mother's maiden name and their social media details. Further play unlocked invitations to continue the story by visiting bars where Punchdrunk continued the narrative with live interaction and sampling also took place.**

Having been drawn to these locations around London, players were automatically 'levelled up' for their efforts. The use of iBeacons was key – these were installed in key locations and enabled the creative team to send messages to players and to increase their score when they entered the venues ("*I knew you'd come*"). Further, by obtaining the social media details of players and through a sophisticated back-end and team of content producers we were able to message individual players at any time ("*I can see you are playing, but you haven't come to see me*", "*I saw you on the street last night*", "*Why are you going to football today - you should be playing me*"). The game was always watching and communicating with its players. Once in the real-world, these players were delighted with bizarre real-world interactions, such as a stranger placing a rose in their hand (the rose was part of the story narrative) or receiving strange phone calls ("*Are you looking for me?*") that were created by Punchdrunk. These interactions took players closer into Chloe's world to unlock the mystery of what happened to her.





**Examples of personal messages that appeared during game-play**

Some players started to find their lives taken over by the game. They couldn't stop playing. Social media became full of talk about how addictive the casual game was, what were Absolut up to, how weird the real world interactions were, and how their lives were being affected.

Those who had played through to completion (some players spent over 20 hours matching planets in the game) were invited to the finale – a chase around the streets and into a dark den, where the secret of Chloe was finally, chillingly revealed (and where they then sampled Absolut cocktails).

Ultimate players were also surprised by the Andy Warhol bottle being delivered to their house (see right).



**Caroline Foulkes** @carolinefou... 222d

Ooh look what the postman brought! thank you #absolutsilverpoint [pic.twitter.com/XoVjqlgRTq](https://pic.twitter.com/XoVjqlgRTq)



Details



**Nicole Shapiro** @Nici\_Nole 223d

What a lovely colourful surprise on a dull Tuesday afternoon. Thank you @ABSOLUTUK for my #absolutsilverpoint bottle [pic.twitter.com/Uzoil0FTnK](https://pic.twitter.com/Uzoil0FTnK)



Details



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Amazing Experience ★★★★★

by Gavedup – 30 Apr, 2015

Wow I can't believe the low score on here.... For anyone that played to the end like me will know this was so much more than a game app. Full immersive experience at its best! Thanks absolut and Punchdrunk for a roller coaster ride for two weeks. Any doubters should check out Twitter #absolutsilerpoint

Was this review helpful? Yes | No | Report a Concern

Totally addictive! ★★★★★

by The Kingster 1981 – 15 Apr, 2015

I ❤️ Absolut & I ❤️ Punchdrunk so what's not to love about this....I'm hooked!

Was this review helpful? Yes | No | Report a Concern

Addicted ★★★★★

by Swoosh811b – 15 Apr, 2015

Haven't been able to put this game down! Love it! #addicted!

Was this review helpful? Yes | No | Report a Concern

Amazing and super addictive! ★★★★★

by Gringo 101 – 15 Apr, 2015

Love the intriguing storyline and high addictive it is. I can't put my phone down. It's awesome!

Was this review helpful? Yes | No | Report a Concern

awesome ★★★★★

by LadyJills – 15 Apr, 2015

Very addictive and fun game... can't put it down! An interesting concept, excited to see what happens in London

Was this review helpful? Yes | No | Report a Concern

**With this level of integration between game play and real world experience, for a branded content project players were unusually vocal and extremely positive on social media and the app store about the experience and how unique it was.**

## Absolut's Silverpoint app has taken over our lives

14 April 15, by

### Time suck: Absolut's Silverpoint app

Beware: Absolut's new app is horribly, horribly, wonderfully addictive. It's a simple "make patterns on a board" game developed by [Somethin' Else](#), combined with a story by immersive theatre pioneers [Punchdrunk](#), which is revealed as you progress through the levels.



There's also some original Andy Warhol drawings (pictured) thrown in for good measure, since it's part of the campaign launching the Absolut Andy Warhol limited edition bottle.

We won't give too much away, but it's an incredible example of a digital product that we reckon will send herds of young explorers to real-world locations - it's no wonder Absolut took out a double page spread in today's *Time Out London* (and [Time Out London blogged](#) about it). [We suggest you download it](#) - you both will and won't regret it.

Campaign Magazine chose the work in its "The World's Talking About" column. Brand Republic, Marketing Magazine, The Drum and Marketing Week also featured the work extensively.

In November's Drum Content Awards, Silverpoint won Best Interactive and The Chairman's Award.

# SILVERPOINT

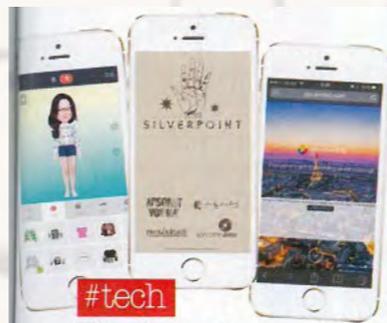


# Fifteen minutes of game: Warhol gets Punchdrunk treatment

The Punchdrunk theatre company has changed the face of theatre in recent years with its immersive performances, now founder Felix Barrett (right) is offering gamers the chance to experience his world. He has teamed up with Absolut vodka to create a game, *Silverpoint*, inspired by Andy Warhol's early silverpoint sketches. "I have always been fascinated by the lure of computer games and we have often wondered what would happen if you applied computer game mechanics to the world of



theatre," Barrett tells me, adding that Warhol's influence on his theatre work has been tangible. "Andy Warhol looked at the world and found allure and mystery in the mundane, he always looked twice." Barrett is, unsurprisingly, a fierce believer that the Government has a duty to support the arts. "Like many companies, Punchdrunk receives money from the Arts Council without which we would struggle to exist. It's so important that the Government continues to support the arts."



#tech

## The New Apps We're Totally Obsessed With

● **MyIdol**  
The *Look* office has gone crazy for this new app, which lets you create your own lifelike avatar. Expect LOLs aplenty.  
● **Silverpoint**  
To celebrate the launch of Absolut Vodka's Andy Warhol bottle, they've created an addictive mystery game. Bye Candy Crush.  
● **Gocambio.com**  
Stay with hosts all over the world for free in exchange for teaching them a new skill such as your language.



Have You Got The Feels? Pack's Summer Flaties?

LOOK: Paul / ian May 2015

# campaign

17.04.15 www.campaignlive.co.uk Part of the BrandRepublic Group £3.70



Orsolya loves

### ABSOLUT SILVERPOINT

This gaming app from Absolut Vodka and immersive theatre company Punchdrunk is inspired by Warhol's early Silverpoint sketches. The game is a narrative journey – the more you play, the more you discover. A percentage of sales goes to The Andy Warhol Foundation for the Visual Arts. Download from the App Store. ([absolutsilverpoint.com](http://absolutsilverpoint.com))



APP  
**SILVERPOINT**  
iOS Free [itunes.apple.com](http://itunes.apple.com)  
Immersive theatre specialists Punchdrunk and Absolut have created a game where you solve the mystery of the main character disappearing.



THE WORLD'S TALKING ABOUT...



**Silverpoint**  
Brand Absolut  
Agencies Punchdrunk, Somethin' Else

Punchdrunk, the immersive theatre company, has been the darling of London's creative agencies since its production *The Drowned Man* hit town. Its stock will only rise higher after its involvement in Absolut's "Silverpoint" campaign. The activity promotes the vodka brand's Andy Warhol bottle and centres on an app. The platform, created by Somethin' Else, tells the story of a missing girl and users can unravel the mystery by playing a fiendishly addictive puzzle game but also by doing things in the real world, such as visiting certain bars. Given Punchdrunk's involvement, it's a safe bet that the best players will be treated to highly engaging immersive experiences.



## ANDY WARHOL TRIBUTES

The Andy Warhol Foundation's Michael Dayton-Hermann on arty collectibles

- 1. Absolut Warhol. £22: selfridges.com** "Warhol painted an Absolut bottle 30 years ago. Now that it has been printed on to a real bottle, anyone can own a Warhol."
- 2. Chuck Taylor All Star Andy Warhol, £46.99, converse.com** "New for spring 2015. Converse has released the Andy Warhol Chuck Taylor All Star collection showcasing his iconic work."
- 3. Andy Warhol self-portraits. £120: retrosuperfuture.com** "Featuring images from Warhol's Photobooth Self-Portraits series inside the frame and acetate - a nod to old silver gelatin prints used in film photography."

# There was extensive consumer print coverage with a reach of 2,124,203 impacts



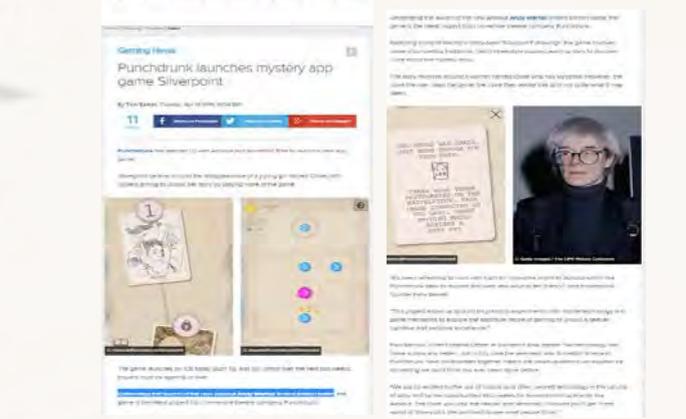
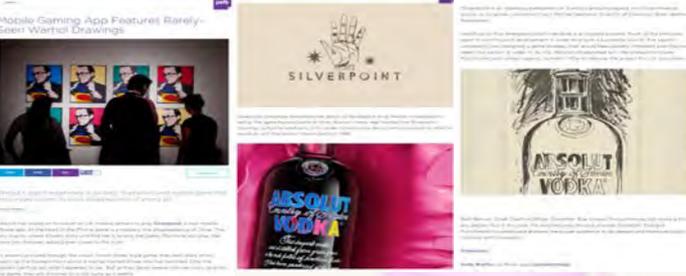
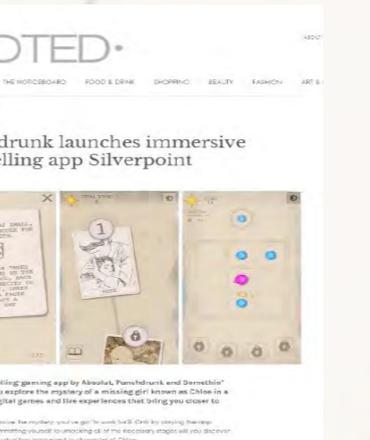
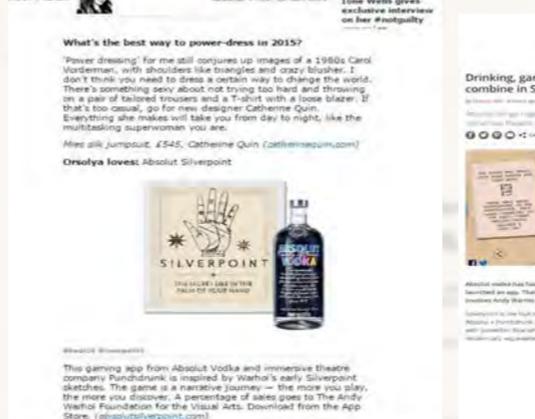
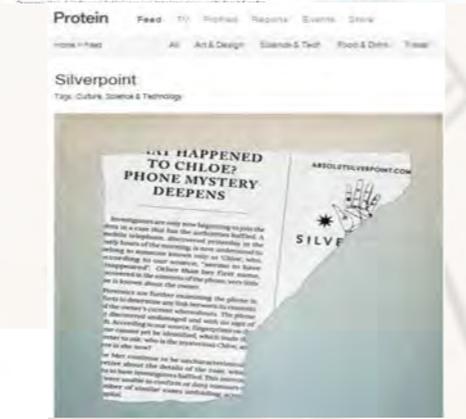
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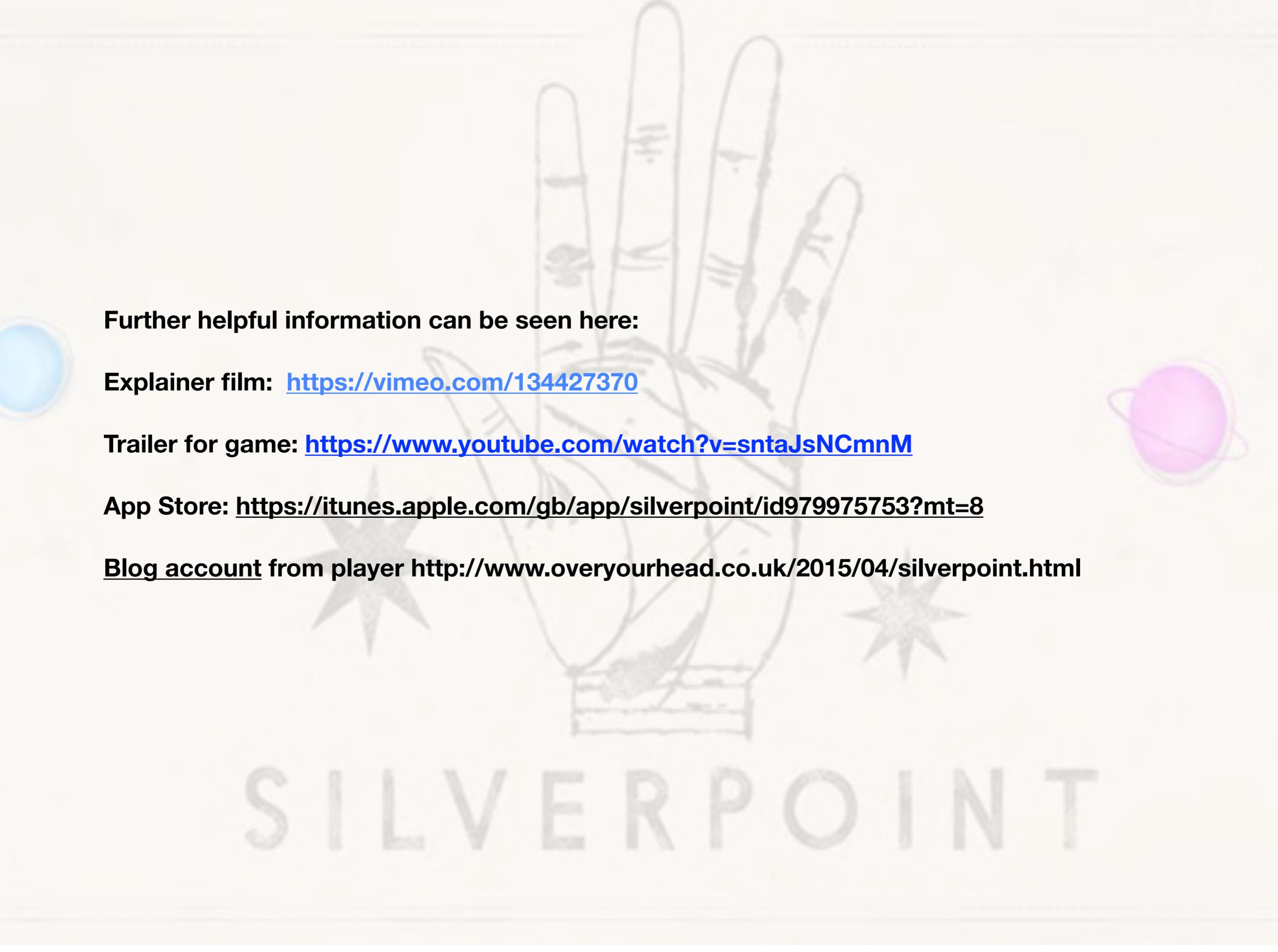


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Online coverage was large and obtained a reach of 339,847,071 impacts



Further helpful information can be seen here:

Explainer film: <https://vimeo.com/134427370>

Trailer for game: <https://www.youtube.com/watch?v=sntaJsNCmnM>

App Store: <https://itunes.apple.com/gb/app/silverpoint/id979975753?mt=8>

Blog account from player <http://www.veryourhead.co.uk/2015/04/silverpoint.html>

SILVERPOINT



# The Marketing Campaign

# Overview

There were 3 key stages to the campaign

1. Pre

2. Live

3. Post

Tease

Launch

Celebrate

Build anticipation  
and drive website  
sign ups

Drive awareness  
and downloads

Coverage and link to  
the bottle

SILVERPOINT



05·16·08·12  
days hrs mins secs

Available Soon

Absolut & Punchdrunk invite you to share in a new digital R&D experiment.

The secret lies in the palm of your hand.

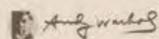
REGISTER

Notify me when Silverpoint is live

I would like to receive updates from Absolut via email

I would like to receive information from Punchdrunk via email

SIGN UP



ENJOY RESPONSIBLY

©/TM The Andy Warhol Foundation for the Visual Arts, Inc.

drinkaware.co.uk for the facts about alcohol

**40,000 visitors to [absolutsilverpoint.com](http://absolutsilverpoint.com)**

SILVERPOINT

THE SECRET LIES IN THE PALM OF YOUR HAND

**FIND OUT MORE**

ABSOLUT VODKA | punch'drunk | Andy Warhol | somethingelse

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Announce

SILVERPOINT

ANDY WARHOL  
SILVERPOINT EXHIBITION  
ADMISSION £7.00 \* ADMIT ONE 76531

THE SECRET LIES IN THE PALM OF YOUR HAND

Thanks for registering  
Come back to this email over the coming days to uncover Silverpoint's secrets  
To learn more, sign up to Absolut's Facebook page

**FIND OUT MORE**

ABSOLUT VODKA | punch'drunk | Andy Warhol | somethingelse

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Trigger

SILVERPOINT

Download now for free from the app store.  
Only available for 2 weeks.  
The secret lies in the palm of your hand.  
#absolutsilverpoint

**DOWNLOAD HERE**

ABSOLUT  
VODKA

**SHARE**

ABSOLUT VODKA | punch'drunk | Andy Warhol | somethingelse

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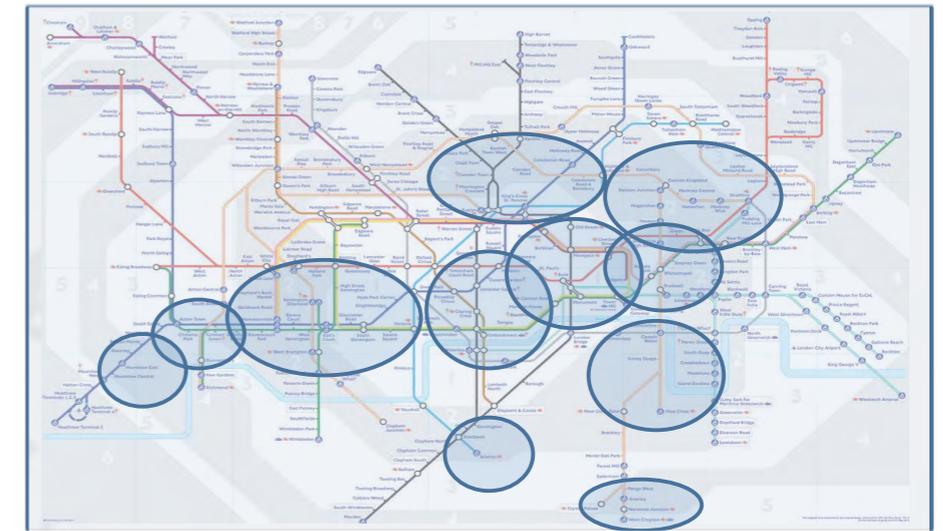
Launch

**eCRM emails to Absolut and Punchdrunk mailing lists**



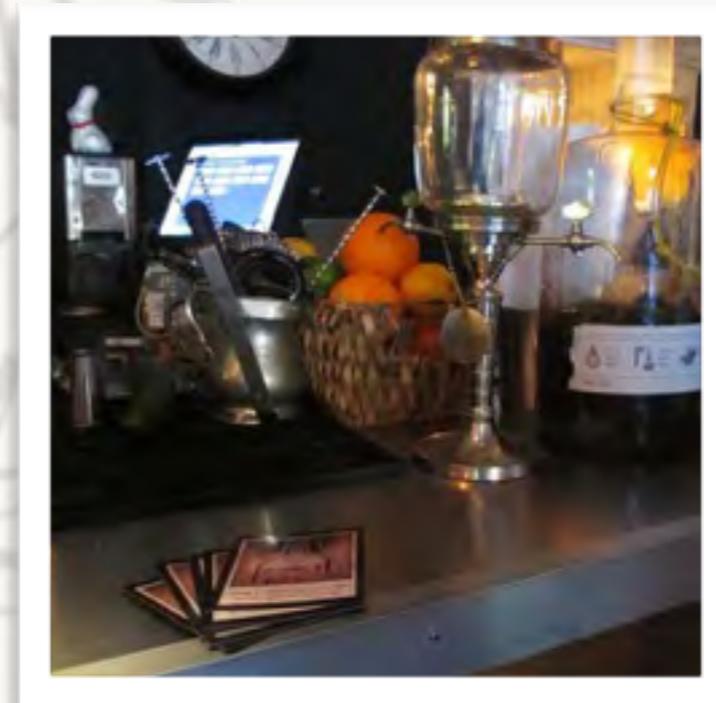
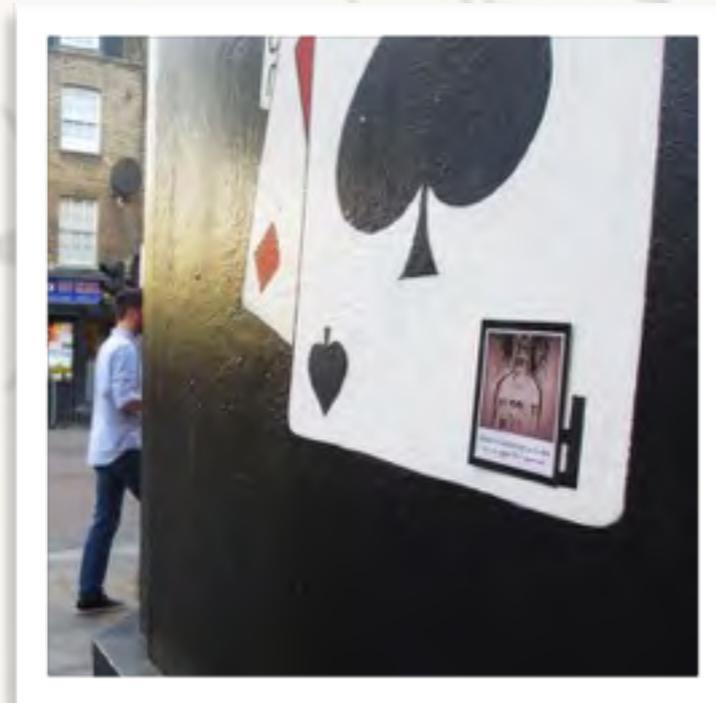
**OOH: Building art was created in key London locations with three different creatives across 4 weeks (pictured Great Eastern Street, Shoreditch). This work generated social media activity with the public questioning what was going on.**





**OOH: 300 fly posters were seen in key locations across multiple areas of London over 6 weeks**

SILVERPOINT

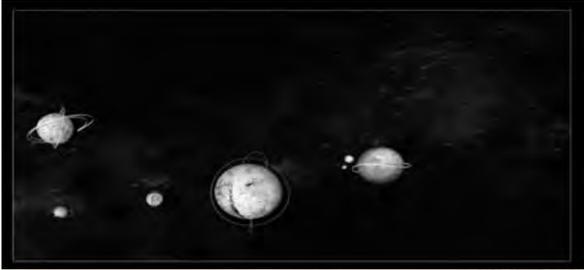


**OOH: 11,000 polaroids were left as  
“cooler” flyers in bars and key locations**

**Suggested App**

 **Absolut**  
Just now · 🌐

Download the FREE Absolut & Punchdrunk game inspired by Andy Warhol: #absolutsilverpoint



**Sprout Social**  
★★★★☆  
Get it on Google Play

**Install Now**

👍 Like    💬 Comment    ➦ Share

 **ABSOLUT UK @ABSOLUTUK · 21h**

Download the FREE Absolut & Punchdrunk game inspired by Andy Warhol: #absolutsilverpoint



**FanDuel: One Day Fantasy Sp...**  
4.5/5.0 stars - 86 ratings

**Install**

**Suggested App**

 **Absolut**  
Just now · 🌐

Download the FREE Absolut & Punchdrunk game inspired by Andy Warhol: #absolutsilverpoint



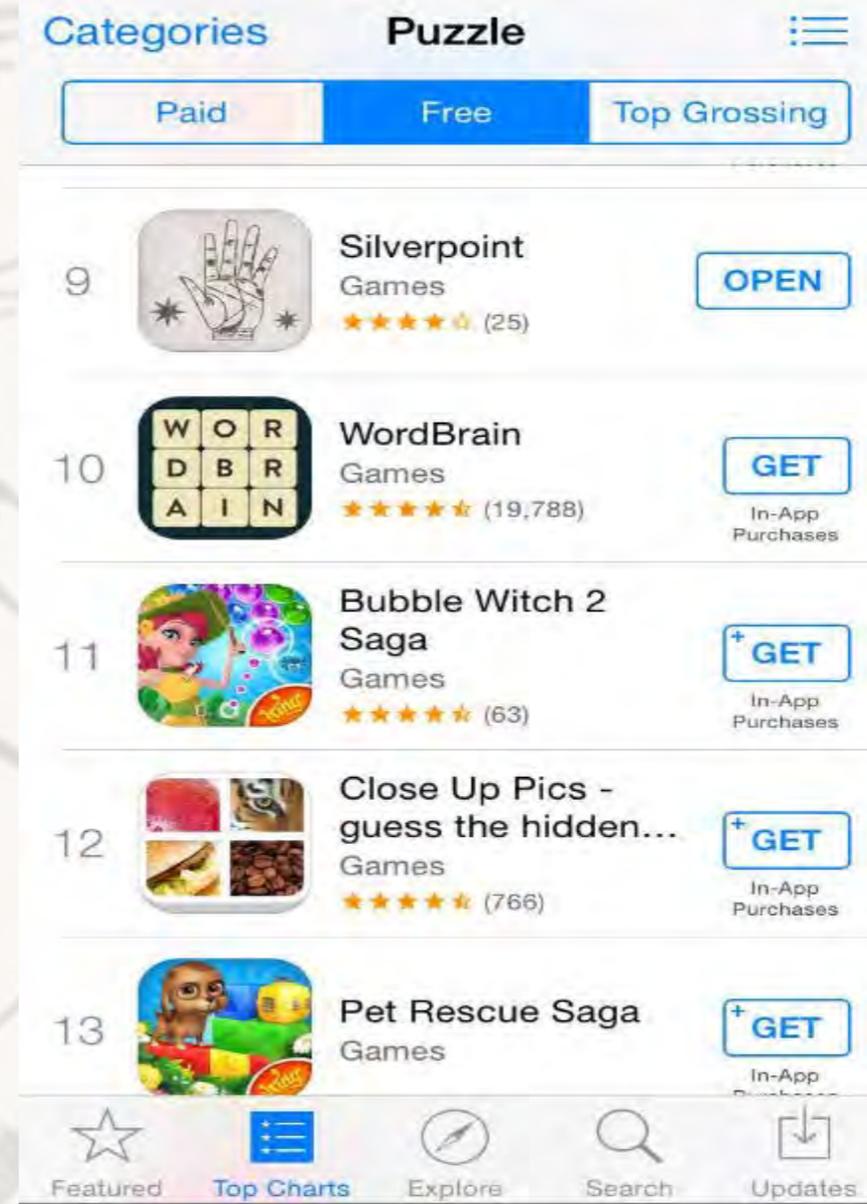
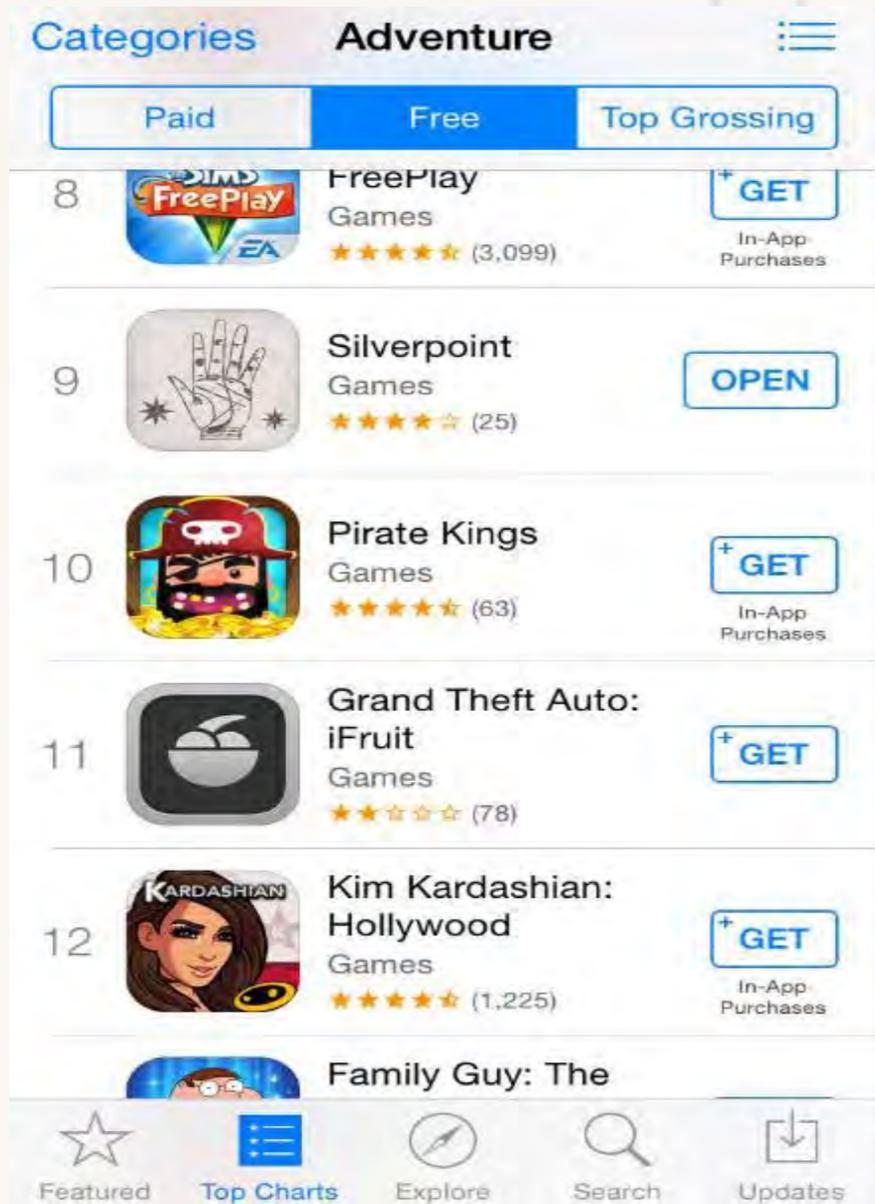
**Sprout Social**  
★★★★☆  
Get it on Google Play

**Install Now**

👍 Like    💬 Comment    ➦ Share

**Paid social: reach 5 million users across Twitter and Facebook with 200,000 engagements**

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**The game reached the Top 10 on the App store for puzzle and adventure games - a real achievement for a branded content project.**

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**Results**

# The Game

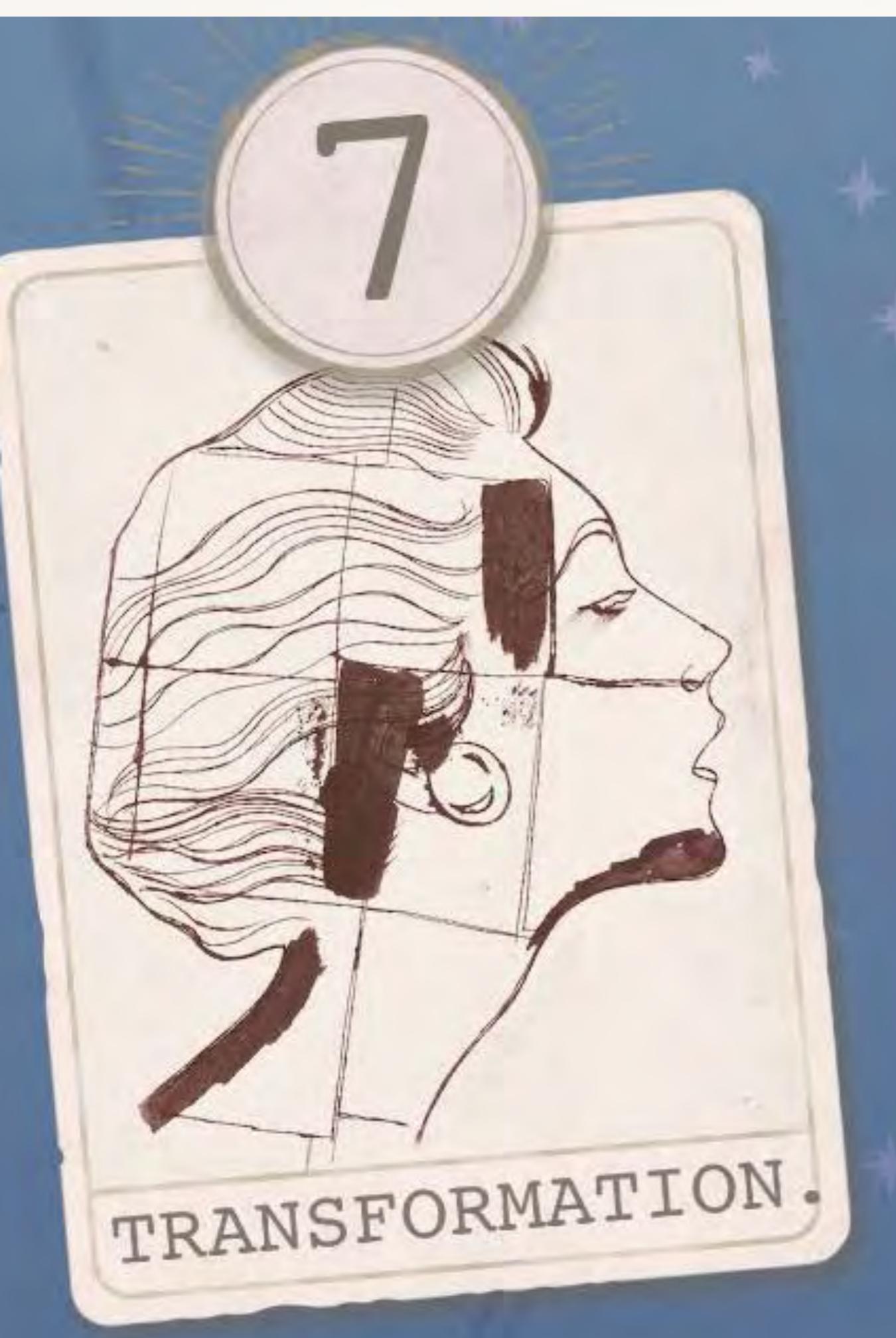
**35,000 website visits**

**22,000 downloads**  
**(target set by client was 20,000)**

**2,500 bar visits**  
**(maximum we could accommodate)**

SILVE





## Gameplay breakdown

### Hours of engagement per level of game

Count of state records identifying level status.

Cache status indicates the age of the data.

**NB:** Numbers here should be used for indicative purposes only - they do not take

<i>Id</i>	<i>Level</i>	<i>Count</i>
1	Level1	4042
2	Level2	1253
3	Level3	793
4	Level4	586
5	Level5	652
6	Level6	2649
7	Level7	1894
8	Level8	685

© Somethin' Else 2015 [admin](#)

**Average gameplay: 2 hours per player**

# Reach

## Media

**72% (1 million) 25-34s in London  
over 44.5 million impressions served  
281,631 click engagements**

## PR

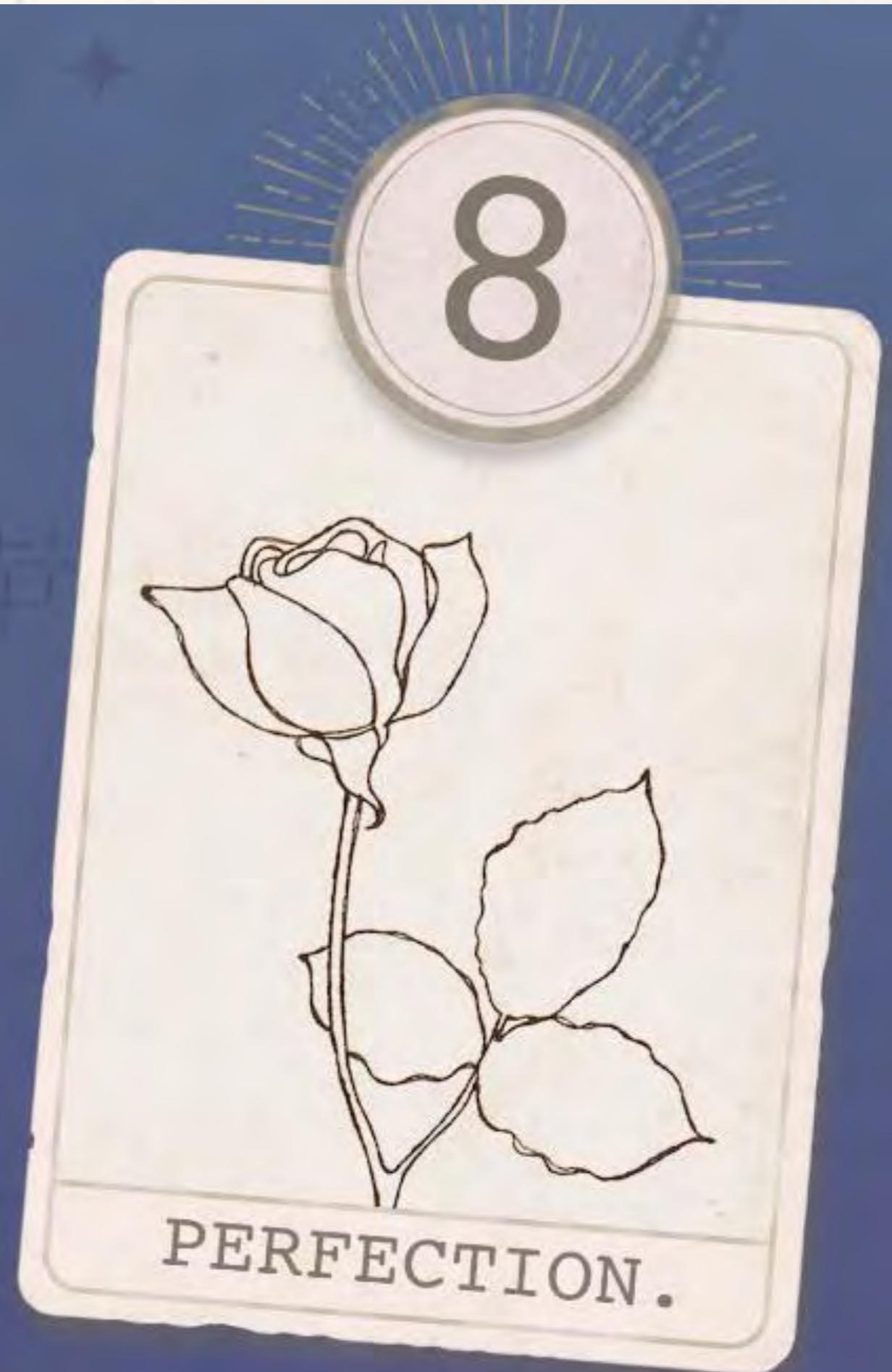
**Print: 2,124,203**

**Online: 339,847,071**

**Social: 5,110,199**

**Instagram Influencer Reach: 1,581,600**

SILVER





## Sampling

**5,000 Absolut cocktails  
consumed in game  
related bar sessions  
and game finale**





**Lem Crossley** @Lem\_100 · 18h

#absolutsilverpoint @PunchdrunkUK @absolutuk game is too addictive, I've just burnt dinner while playing - family not impressed!



**Jonathan Almond** @JonAlmond · Apr 29

@PunchdrunkUK, @SomethinElse & @ABSOLUTUK - I salute you.  
#absolutsilverpoint



**Lucy-Jane Halcrow** @luckandlove · Apr 22

Too..many...stars!! Damn it @PunchdrunkUK @ABSOLUTUK  
#absolutsilverpoint is killing me!!



**Gemma Critchley** @GemStGem · Apr 26

Oh my days. #silverpoint just got even better. 🌑—🌑—🌑—🌑👉 @ABSOLUTUK  
@PunchdrunkUK



**Nick Clegg** @nickleuk · Apr 29

@ABSOLUTUK @PunchdrunkUK silverpoint done. Absolutely thrilling! Brilliant finale



**Joanne Simmons** @joannesimmons\_ · Apr 30

A haunting, invigorating, amazing finale. Shaken, stirred @PunchdrunkUK  
@absolutuk I wanted the evening to last almost forever. #silverpoint



**natalie hopson** @natalie\_hopson · Apr 21

I listened to my phone, and it led me here @ABSOLUTUK silverpoint  
punchdrunk



[View photo](#)



**Yasmin Miguel** @yasargh · Apr 28

Thank you, @ABSOLUTUK and @PunchdrunkUK for tonight's amazing  
experience and great cocktails!

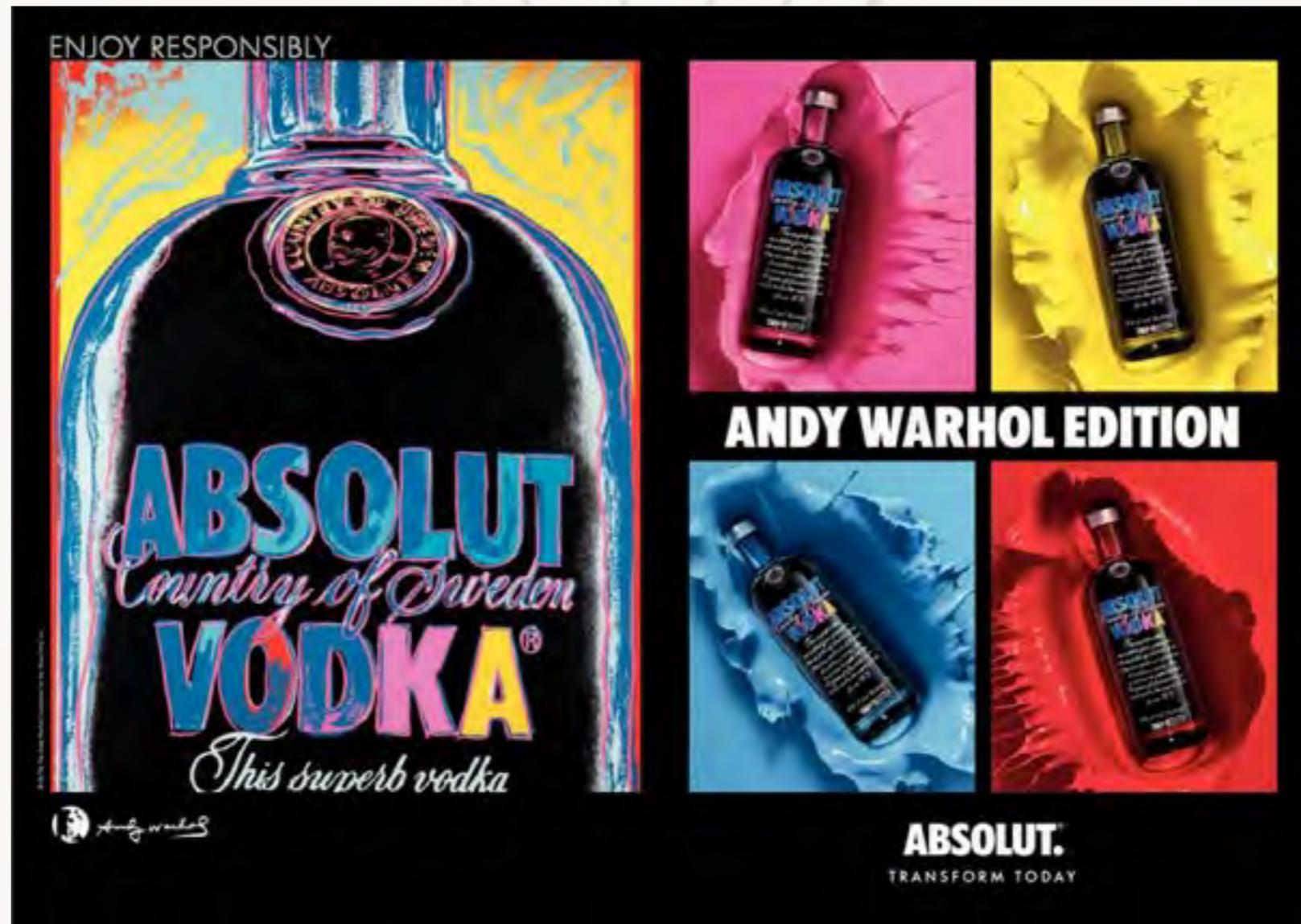


[View photo](#)

**Social Media: 2,431 organic mentions from enthused players**



**Impact**

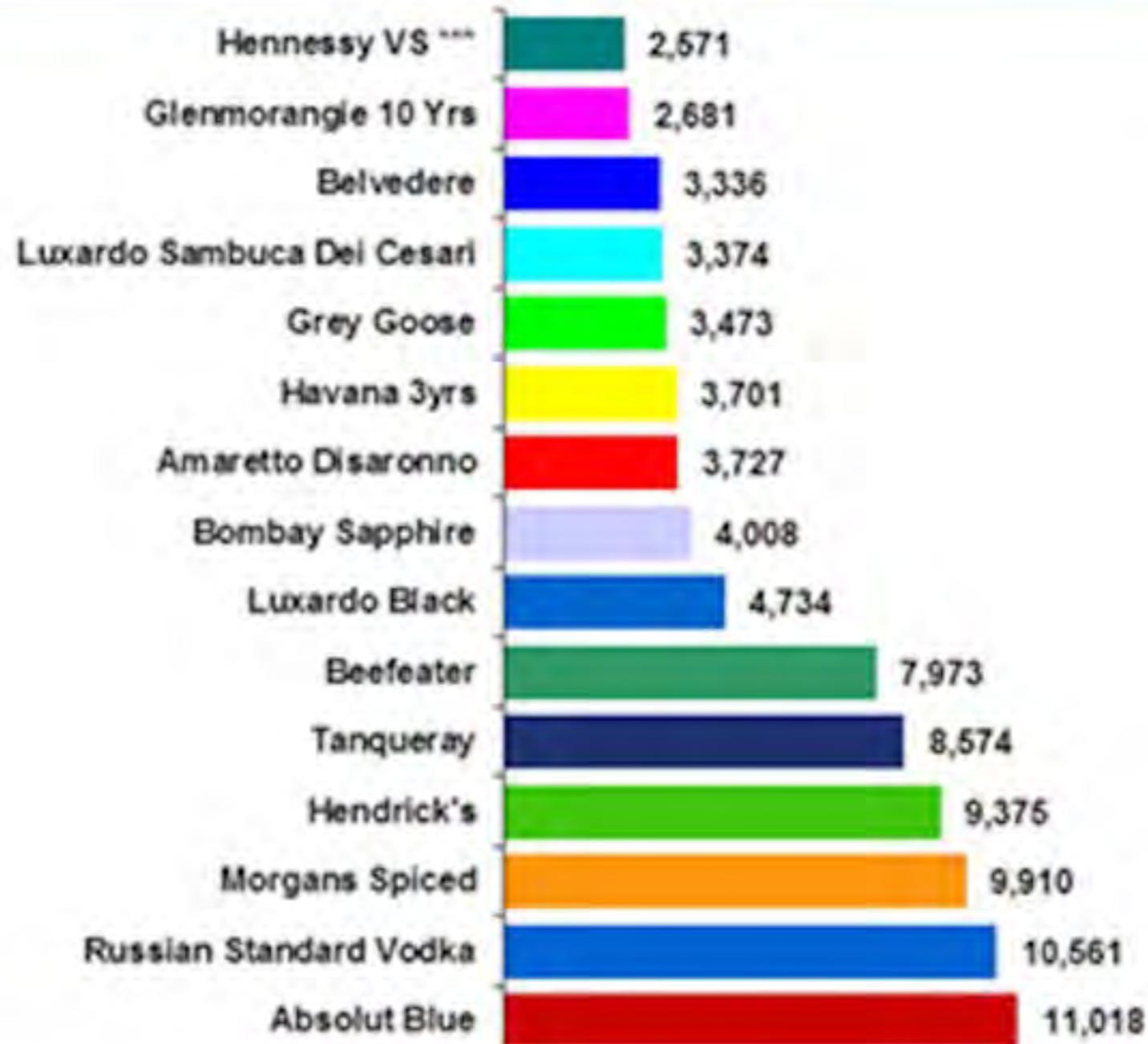


**Andy Warhol Special Edition sold out in 6 weeks  
(Pernod Ricard's expectation was 3 months)**

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In the period after the activity, Absolut became the number 1 fastest growing spirit brand for on trade.

**15 brands that added the most 9L cases**  
over the last 12 months



**Of those who took part in the activity, our post campaign survey of 350 respondents showed:**

**60% said they would purchase Absolut as a result of the campaign**

**62% said they were positively impacted on brand preference**

**58% said they would recommend Absolut to a friend.**

**Campaign budget was £350,000.**

**Total Word Count for Entry (not including graphics or screen grabs): 1290**

**SILVERPOINT**

**The Client**



**ABSOLUT.<sup>®</sup>**

**Agencies:**

**content agency  
(game and social media)**



**theatre agency  
(immersive theatre and storyline)**



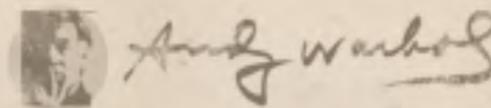
SILVERPOINT



# SILVERPOINT

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punchdrunk  
THEATRICAL EXPERIENCES



somethingelse

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