

Tribal DDB
Hamburg

Hartmut Kozok (41)

Managing Director

- Communications Designer (*Diplom*; similar to Master's)
- Otto Versand
- BMH Werbeagentur, Hamburg
- FCB Direct, Hamburg
- Freihafen, Hamburg



Hartmut Kozok, who has been Tobias Clairmont's partner for more than 10 years, is the creative head of the agency and in this function stands for the combination of professional communications and channel strategies with the highest standards of creative quality – he also maintains this level as a member of the jury for the German Dialogue Marketing Award.

Networks.

We are a member of the worldwide Tribal DDB network:

- 31 offices in 19 countries
- Headquarters: New York
- “Interactive Agency of the Year 2006” (ADWEEK)



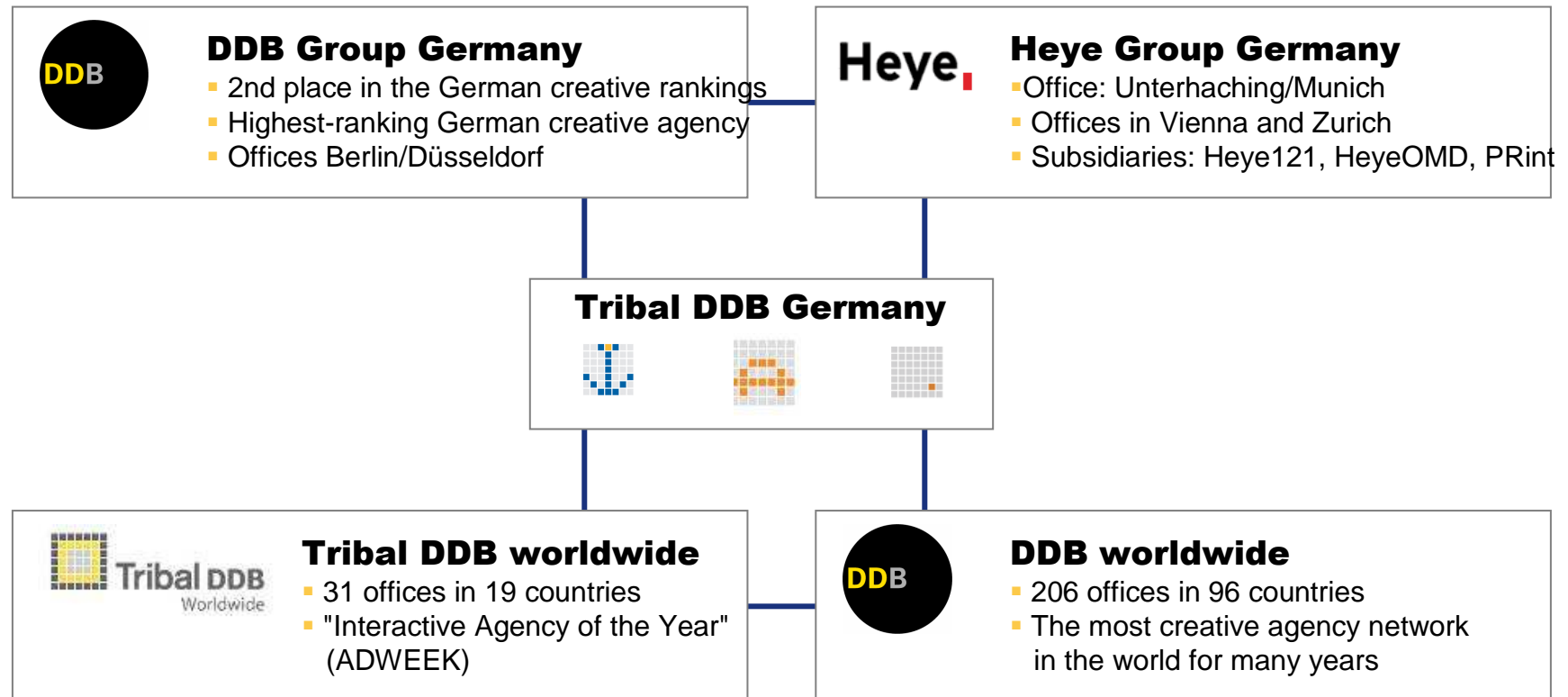
Tribal DDB is a part of the worldwide DDB network:

- Second-largest agency network in the world
- 206 offices in 96 countries
- The most creative agency network in the world for many years
- The DDB Group Germany:
 - 2nd place in the German creative rankings
 - The best ranking ever achieved by a German agency in the international creative ranking "GUNN REPORT" (7th place)
 - German offices: Berlin, Düsseldorf



Network Connection.

National

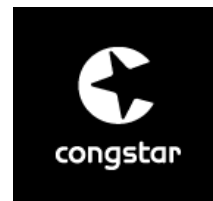


International

Clients (extract).



PHILIPS



Volkswagen and Horst Schlämmer.

But who's Horst Schlämmer?

Hape Kerkeling alias Horst Schlämmer.

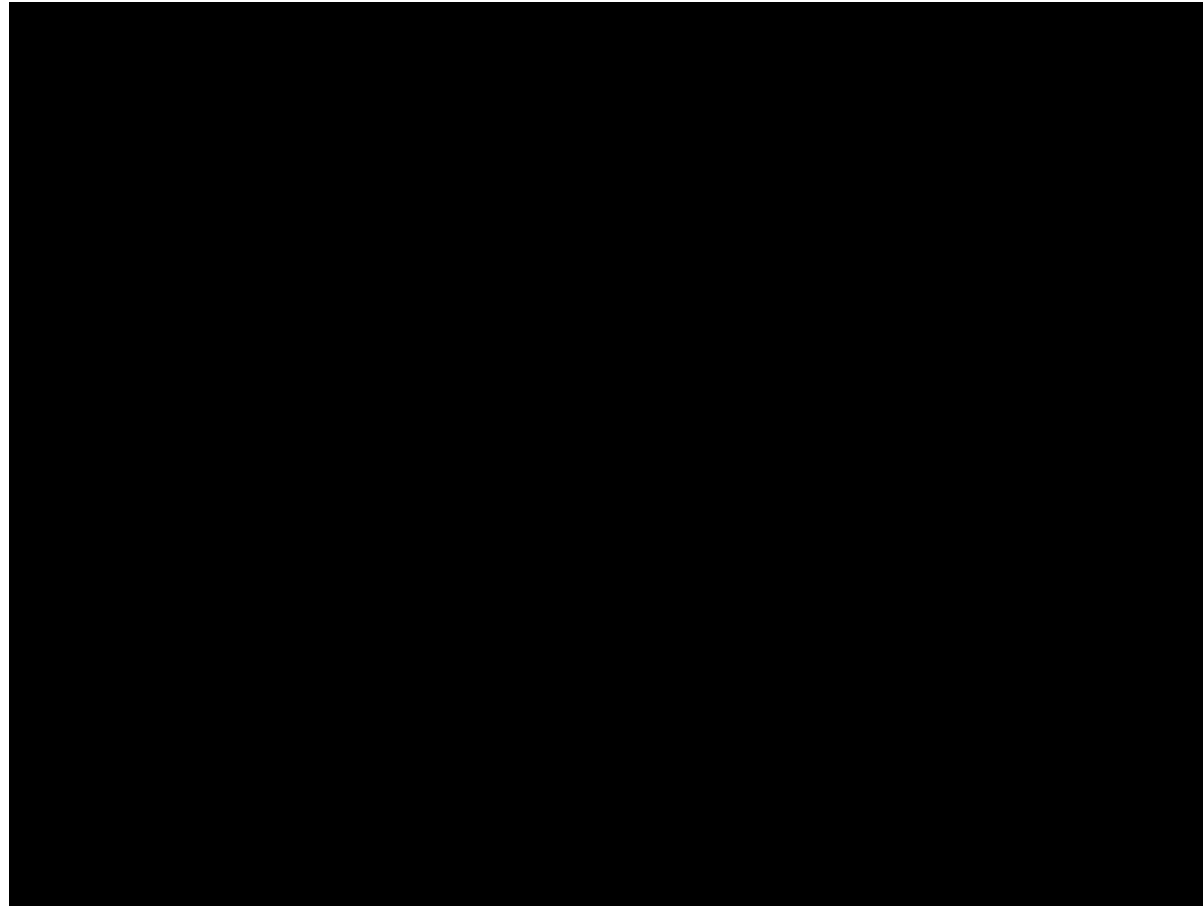
Hape Kerkeling is a famous German comedian who, thanks to his ability to play a wide range of diverse roles, brings laughter to all of Germany. He has his own TV shows and is a welcome guest everywhere. Hape Kerkeling has now even become a best-selling author. But his most famous character is Horst Schlämmer.



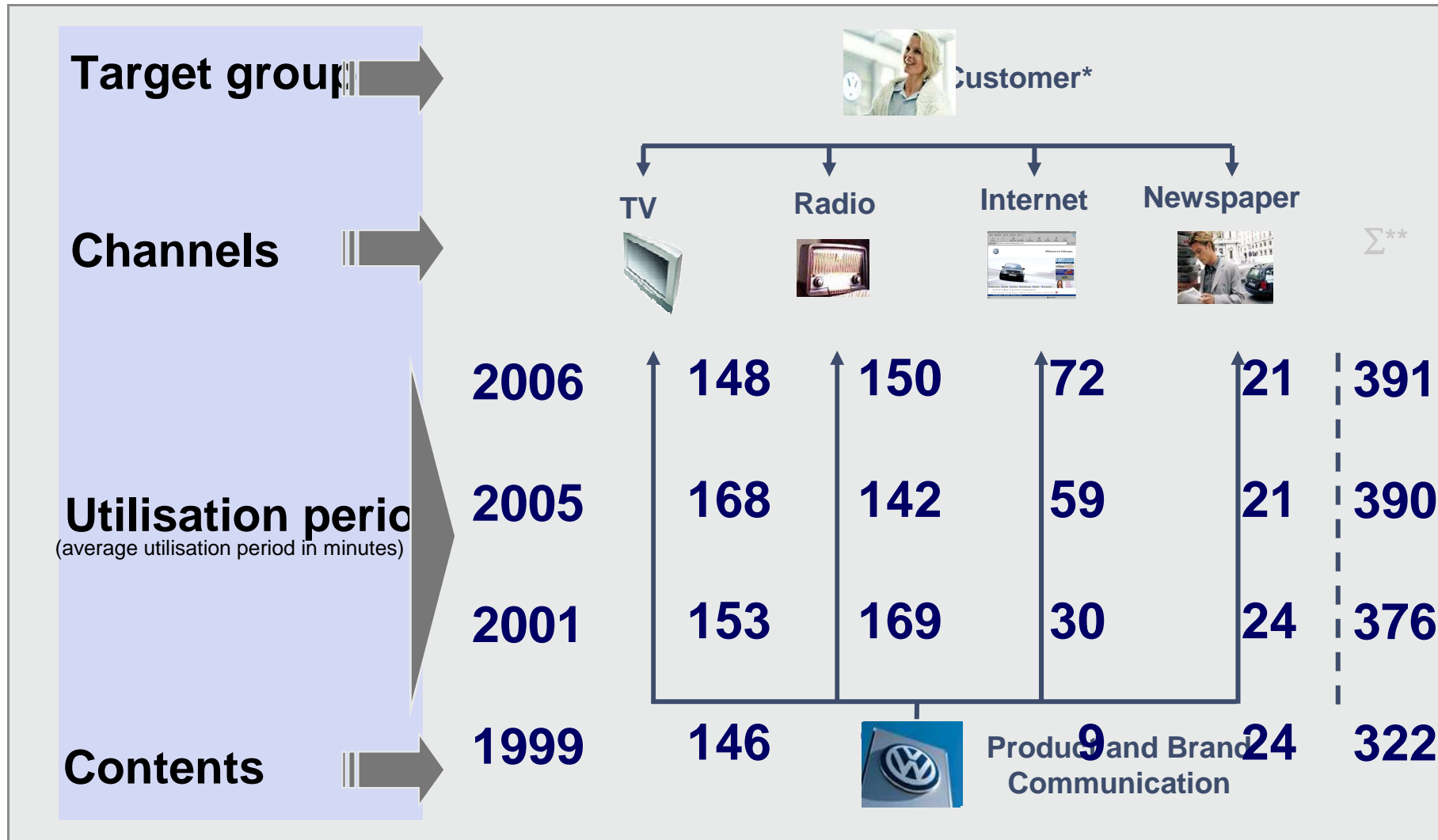
Volkswagen and Horst Schlämmer.



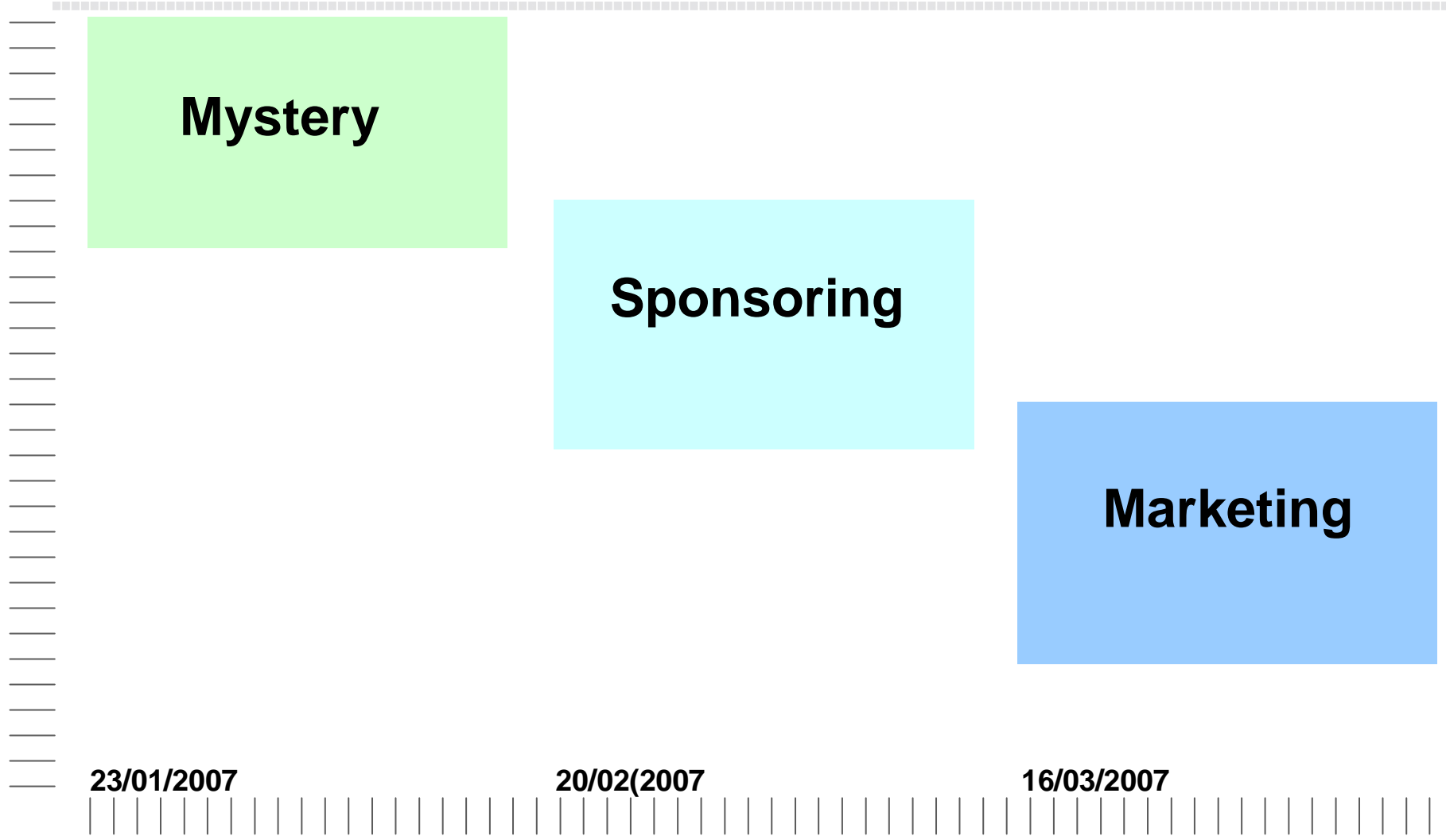
"I'm going to get my driving licence!"



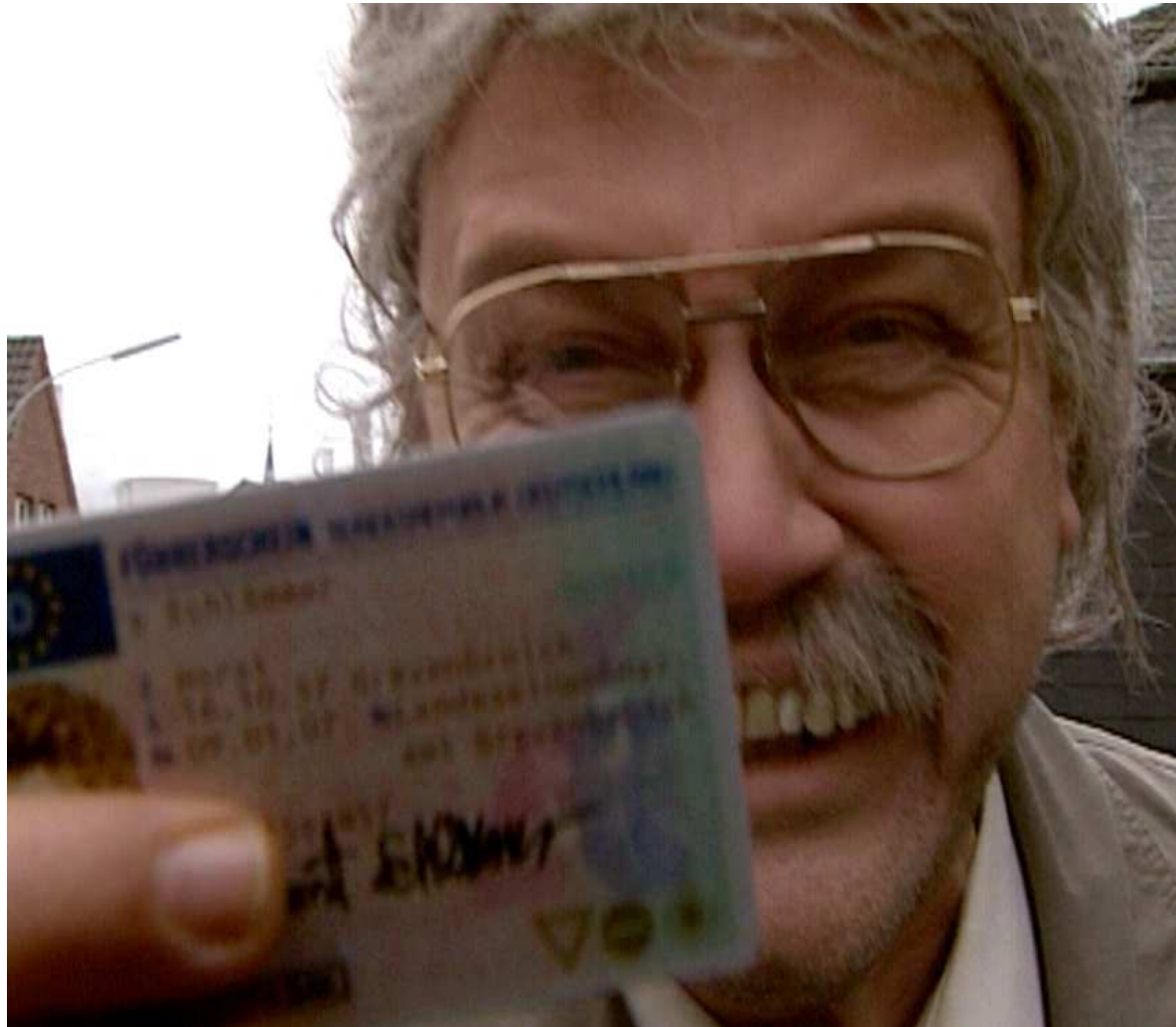
Media utilisation behaviour*



The viral "Schlämmer" concept for the Volkswagen brand followed a clear 3-phase model.



And was Schlämmer successful?



Volkswagen.

Horst Schlämmer: Viral Campaign

- Video podcast at iTunes: First place



Volkswagen.

Horst Schlämmer: Viral Campaign

- Rankings:
Blogscout (German): Fastest and broadest range covering newcomers 2007, 5th place after three days, currently 2nd place.

Robinsonliste | Blogscout.de | Anmelden | Blog | Bugs | Hilfe / FAQ | Impressum

Startseite | Blogs | Netzwerk | Beiträge | Karte | Blogcensus | Suche | Blog-Suche

Top-Liste täglich
Top-Reichweite täglich
Neue Blogs

Mit Suchmaschinenbesucher | Ohne Suchmaschinenbesucher
Die Top-Reichweite-Blogs vom 27.02.2007

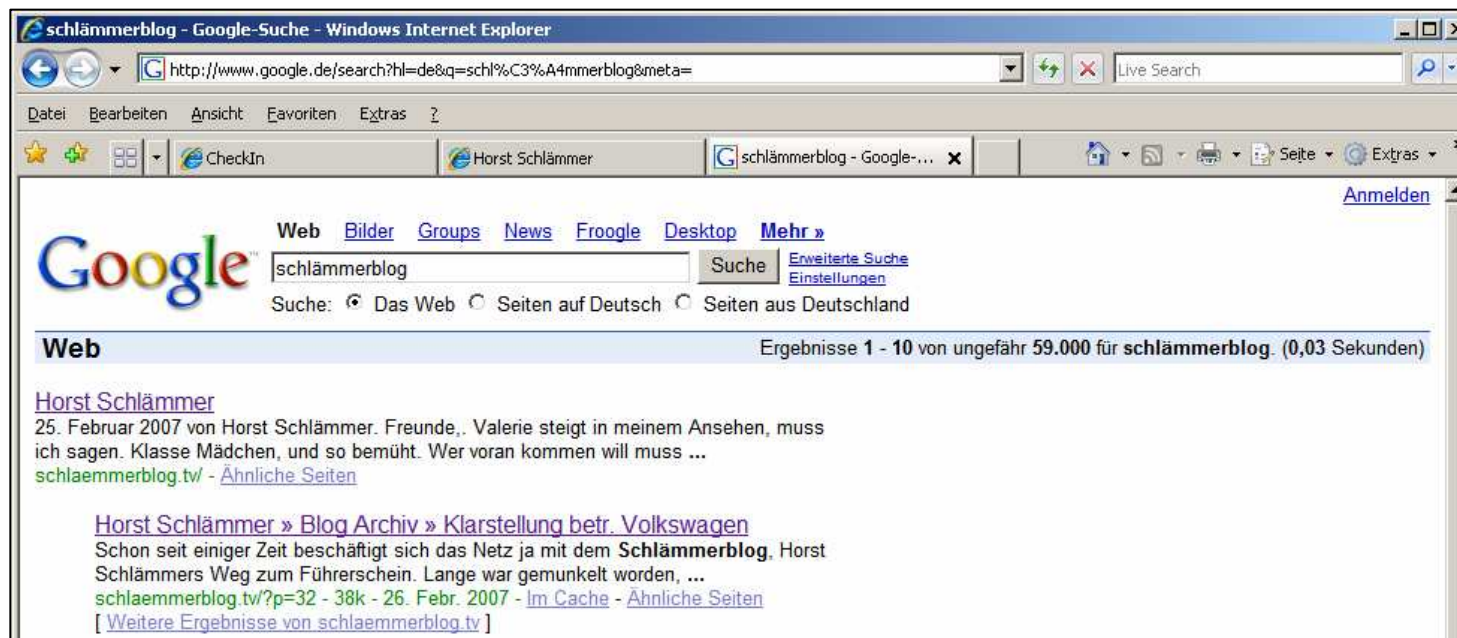
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Pos.		Blog	Visits	Impressions	Searches	% Searches	Internals
1		BILDblog	48.857	82.771	2.196	4 %	17188
2		Horst Schlämmer Blog	28.468	131.048	3.124	11 %	69797
3		lawblog	10.671	23.988	2.211	21 %	8018
4		PSP News	9.212	21.240	4.857	53 %	8639
5		DSDS	7.966	20.018	6.284	79 %	8969

Volkswagen.

Horst Schlämmer: Viral Campaign

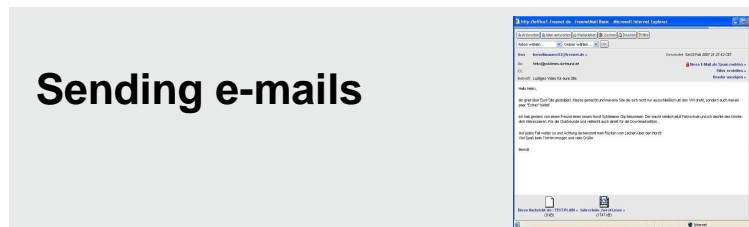
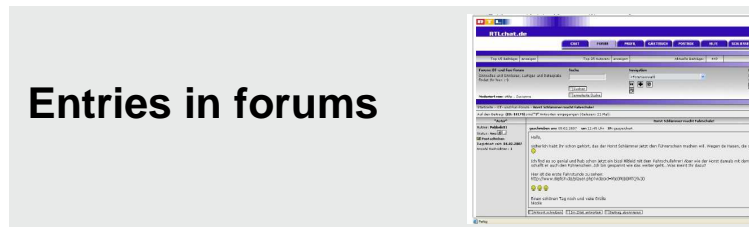
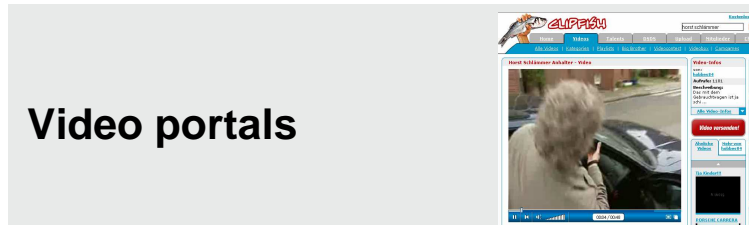
- Rankings:
 - Google.de: 1st place entering key word "Schlämmerblog"; 59,000 hits
 - 2nd place entering key word "Schlämmer"; 612,000 hits



Volkswagen.

Horst Schlämmer: Viral Campaign

- Seeding Strategy

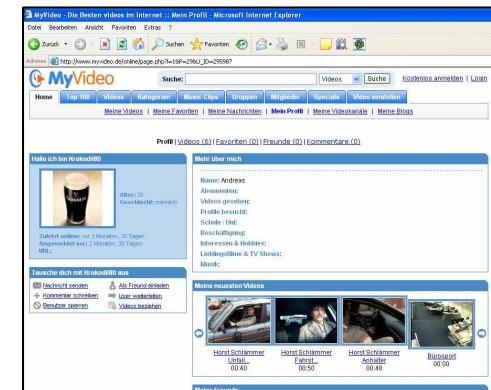
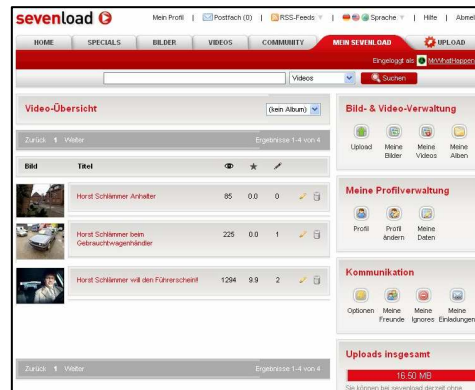
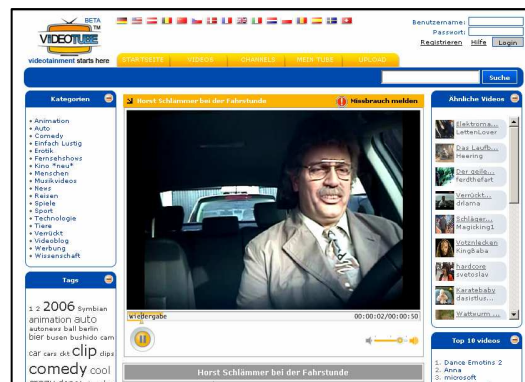
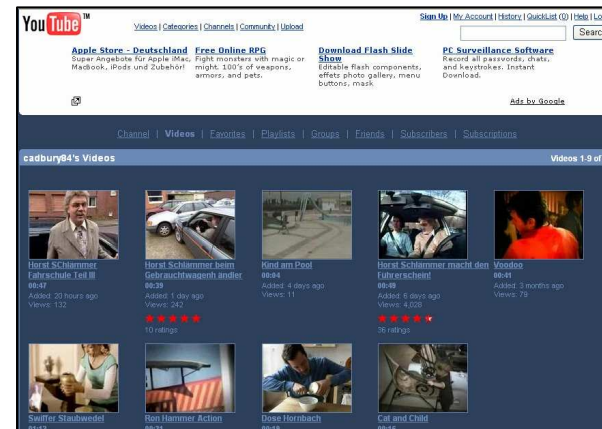
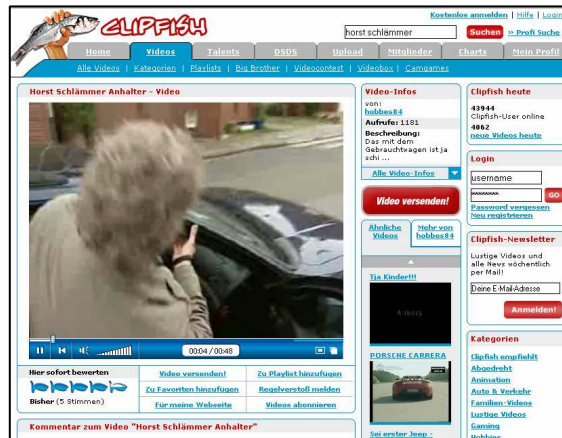


schlaemmerblog.tv

Volkswagen.

Horst Schlämmer: Viral Campaign

- Seeding the videos on video portals:



Volkswagen.

Horst Schlämmer: Viral Campaign

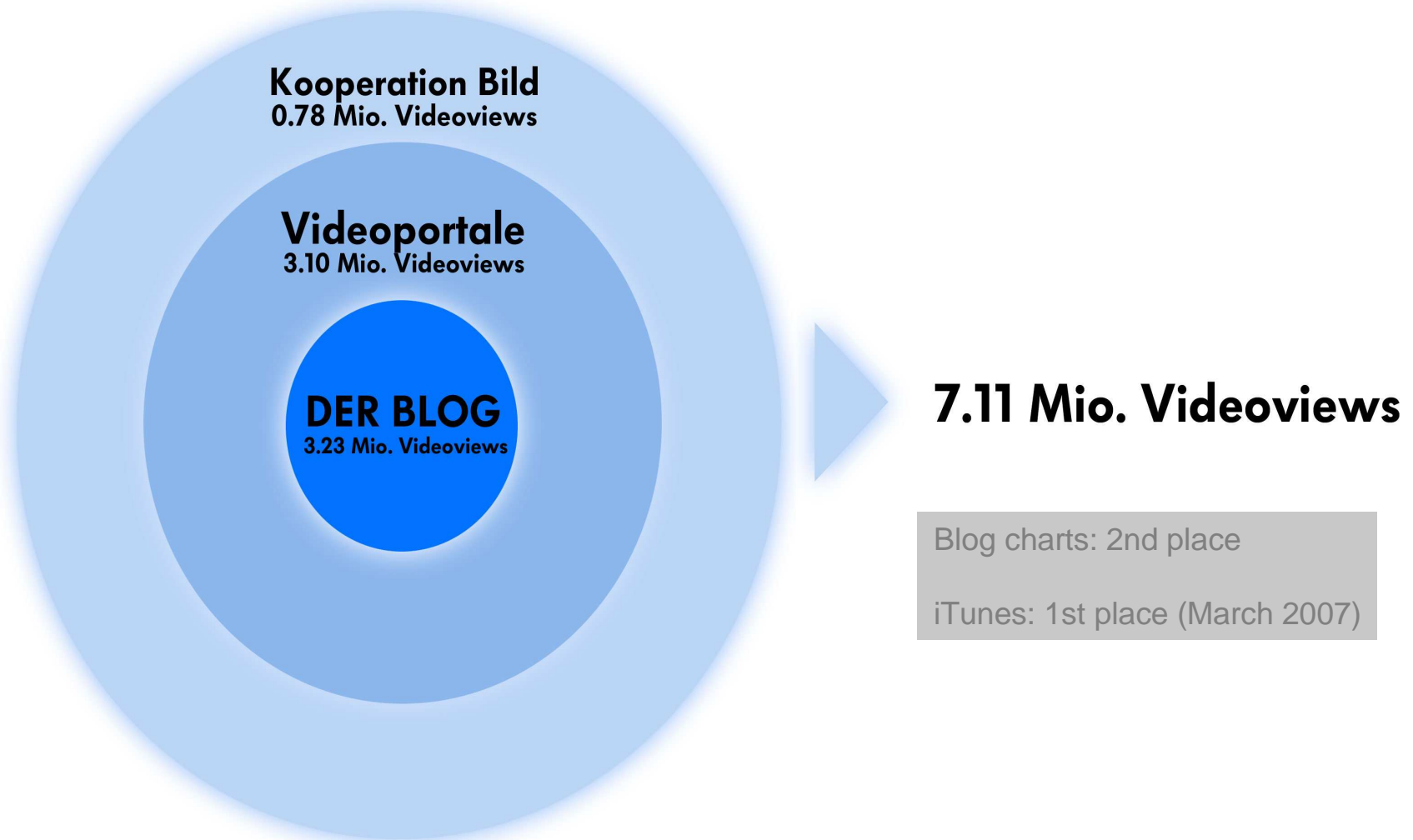
- Seeding the videos: ranking at the video portals

VideoTube: 1st place

Clipfish: Video of the Day

YouTube: Top-rated, most-viewed Germany

His Success in Various Dimensions.



Overwhelming Response from the Media.



Yet we did everything wrong.



“I’m not about to buy a car that has been in an accident!”

Yet we did everything wrong.

3 typical blog rules:

No fictional characters!

No hidden advertising!

No censorship!

No fictional characters? – Horst is real!



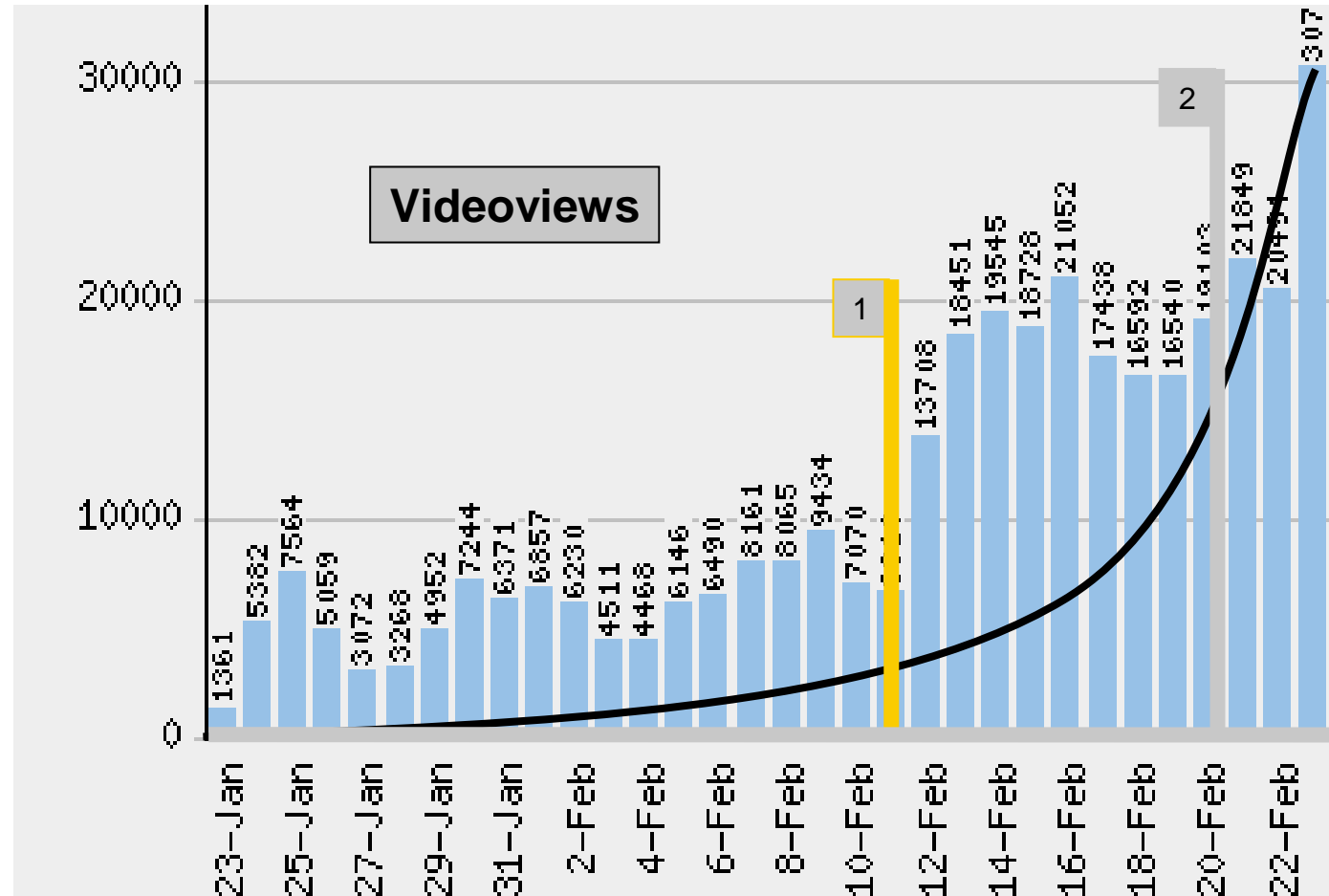
“I’m not a fictional character!”

Deliberate and credible outing.



The outing must be steered with sensitivity.

- Steering the outing:
-
- 1. Critical mass
- 2. Reactions of the blog sphere



Not censored, rather credibly moderated.

My Rules

Dear Friends,

naturally I am delighted to receive all of your comments. But – as I am a conscientious deputy editor-in-chief, I don't want any nonsense on my site. My blog – my rules, just so you know. That is why I read all of your comments before they go online. And nothing goes online if I don't like it. For a simple reason: Too much nonsense frightens away the timid. And by the way, my time for reading comments is limited to work days between 9.00 am and 6.00 pm. I want to call it a day at some point just like you do.



Allowing criticism ...

Unfortunately, Volkswagen is not really a car for the people any more (in terms of price). It is a mystery to me that a local journalist can identify with a brand like this.....

It just annoys me that no one seems to believe that he ever has enough in his pockets. And HP is one of those people now. HP will probably be emigrating to Switzerland in the near future; the money from VW has to be invested somehow without paying taxes.

Cheers for a better world.

Makes me puke.

HP, I would be embarrassed. When will you have enough? How much is your salary from VW? The people who screw together the Golfs are constantly being asked to make more sacrifices so that the fees for people like HP, “advertising icons” ...



... it regulates itself when the content is right.

33 Muina1

4.44 pm on 08 Feb. 2007

Look, friends, I don't know what your problem is, capital uses the media to become legitimate ... That's how things work in capitalism, but we have fun with it! So who cares? Best regards.

32 Ellipirelli

3.26 pm on 08 Feb. 2007

I'm not at all bothered by the omnipresent VW promotion. After all, the blog has to be paid for somehow, or do you all believe that someone would do this just for the fun of it? Our good friend here can earn his money anywhere. But would we then get to enjoy his short films almost every day? I'm happy about it!.

So: fear is not a good advisor



Communication needs a change of viewpoint.

People are happy to play along if the stories are good.

Modern brand communication needs new narrative forms.

Brand and story need to be in balance.



Then brands once again win over genuine fans.





Thank you!

