

# Merging Two Worlds Together

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**Abstract.** Nowadays campaigns are not running anymore just below or above the line. To create meaningful experiences for customers we need to get them involved and connect to them in a physical and digital way. Customers need to interact with brands and create content for them, which will be spread out on different platforms. We created a campaign for the Surf Life Saving Club in Australia to connect to their customers on an out door event where customers can compete with the Surf Life Savers. The collected data/content was spread out on different digital platforms to create an ongoing interaction between the brand and their customers and to create their own branded story.

**Keywords:** Design, User experience, Human Interface Design, Digital Design, Out Door, Installation, Integrated Campaign, Brand story, Simplicity, Social Media, Smartphone, Tablet, Touchscreen, Case Study.

## 1 Introduction

The general mentality of traditional marketing doesn't work in this new world, and the best digital solutions acknowledge the reality of how people use technology as part of their everyday lives.

The more we understand the reality of this cultural shift, the better equipped we are to influence behavior, but more importantly connect on a relevant and meaningful level.

We know that devices are converging at an astounding rate. Smartphones have transformed from text based communication tools to multimedia hubs, tablets from a niche idea to transformative mass technology, and TV, games and media players from internet connection points to the gateway to new worlds of digital content.

The concept of a destination platform is quick becoming dated, with the more complex and integrated design of social media and content as fluid concepts that extend across multiple paid, owned and earned platforms. The idea of being a content contributor to the digital community, rather than a digital destination owner is more fitting with the drop-in, drop-out mentality of digital behavior.

However only focusing on digital doesn't work either. We need to connect the customer in an online digital environment and bring them on a journey where the brand connects to them in a physical way as well. Giving customers an opportunity to get

face to face with the brand. Creating content or a contribution to a brand and allow them to go viral and share their stories, achievements on online platforms. This can be an outdoor installation, events etc., where the brand connects with their costumers and collects data, stories and feelings to create an ongoing movement between events and their digital platforms.

Customers become contributors and feel being part of a brand and a movement which guaranties awareness, engagement and followers in the brands future. And a physical and digital connected content approach ensures that every user's interaction with a brand will forge a closer, layered and more intimate brand connection.

Relationships are everything. In our digitally immersed world, brands need more than ever to deliver experiences that are intrinsically real. Brands need to create moments of impact, connections that are lasting and relationships that matter.

## 2 Surf Life Saving

In the year 2012 I've got invited to attend to a workshop in the Facebook office in Sydney. Goal of this workshop was to come up with a campaign idea and a few creative executions for a charity organization in only 6 hours. That was a very tight time-frame and we came up with a decent idea with good potential, it only needs to be well conceived. I've spent more time on the idea and worked out a full campaign.

The charity organization for which we had to come up with a campaign was the Surf Lifesaving Club in Australia, NSW.

Surf Life Saving is Australia's major water safety, drowning prevention and rescue authority. The SLS creates a safe environment on Australia's beaches and coastline through patrols, education and training, public safety campaigns and the promotion of health and fitness. They comprise key aspects of voluntary lifeguard services and competitive surf sport.

With 158,806 members and 310 affiliated surf life saving clubs, Surf Life Saving is the largest volunteer movement of its kind in Australia. Surf Life Saving is a not-for-profit movement that exists only through community donations, fundraising and corporate sponsorship. Their movement prides itself on offering friendship, education, experience and in doing so gives back to the community.

### SLS Vision

To save lives, create great Australians and build better communities.

### SLS Mission

To provide a safe beach and aquatic environment throughout Australia.

### SLS Driving Forces

To save lives in the water.

To promote a healthy, inclusive, clean, family lifestyle.

### **3 The Brief**

Surf Life Saving is very well known in Australia and gets a lot of acknowledgement. They have several websites, one national page and each club/state has his own website to promote and to give costumers access to their upcoming events, classes or simply to sign up to become a proud member of the SLS Australia. They are present on diverse social platforms like Facebook, Twitter and YouTube and send out monthly Newsletter to manage their customer relationship.

The Surf Life Saving club also organizes events, classes and goes into schools to improve their relationship with kids or to teach them and share information.

This sounds already really good and gives the impression Surf Life Saving has a good community and outreach. But if we look at the market potential there is still a lot to do. Australia has 22.915.906 inhabitants. SLS is well known along the coast and because they help people in cities and towns in the interior of the country they got there a lot of supporters as well. Nevertheless the Surf Life Saving Club only has 16.330 fans on Facebook and just 1.492 followers on Twitter. In comparison with the total population it's not enough.

For this reason Surf Life Saving was looking for a campaign which integrates social media. The main focus was on Facebook. They wanted to increase awareness and get more people to sign up to become a member or to just join the club. And it was important to them to turn one's attention as well on bringing more kids into the club.

The campaign also should get people to engage with the Life Savers and to get them involved with the club, and to bring the costumers down to their actual workplace – the beach. Because health and fitness plays an important role for a Life Saver they want to get a movement going so that people go more outside and live a healthier life.

### **4 Insight**

As we know, people in Australia live according the motto "Life is a beach". They spend hours on the beach relaxing and to get some sun, drinking beers on the beach with their mates and to go surfing at their beautiful coast. But as well for a lot of them the beach is a ideal place to work out and exercise to be in good shape. People do boxing on the beach or cardio sessions. Long story short Australia is a beach nation.

### **5 Solution**

So the solution was easy. We need to create an idea which connects with Australians on the beach. It needs to be entertaining and fun. It needs to tell a story which they are willed then to share on social platforms. The costumers need to have an outcome of the campaign, that makes it worth to continuously come back to the brand so a closer relationship can grow and a interaction with the brand takes place.

## 6 The Idea

In my understanding a meaningful and well thought through campaign plays in different territories and uses physical and digital areas. And that's exactly what we need to achieve the Surf Live Savings goals. From the SLS perspective it won't work to engage with people and get them out and down to the beach if we only base the campaign on a digital plane or on Facebook. To interact with the customers we need to offer them an experience, which happens right at their workplace on the beach. We need to send them on a journey where the customer enjoys a fun physical activity and are then tempt to share this activity with their family and mates in an online environment. The campaign needs to be powerful with lasting memories of the customers.

So we came up with the idea to organize an outdoor event a competition. People can go down on the beach and challenge a Life Saver in different disciplines like swimming, paddle, run-ning etc. The challenges are quite hard. It's not as easy as we would think because Surf Life Savers are very fit. They are well trained and that makes the challenge even more interesting and harder. People need to be in good shape if they want to be able to win. But as we know Australians are really competitive and love a good sporting challenge.

The whole competition will look like a smaller version of the famous "Iron Man Triathlon" and will be hold on different locations like Sydney, Brisbane, Gold Coast, Melbourne, Cairns. At the begging the focus will be only on the area New South Sales.

Kids can as well take part of the competition and compete with other kids. Their competitions won't be as hard as the adults ones.

### 6.1 The Campaign Name

A Life Saver in his learning stage is also called "Nipper". For Nippers, the beach is the classroom just as it will be on the race day for the competitors. The nippers of today are the future of surf lifesaving tomorrow and we want our customers to become a Nipper or a Live Saver tomorrow. So it was standing to reason for us that we need somehow to incorporate that name into the Campaign Name. The result was a wordplay for the campaign name: **"Fitter than a Nipper"**. Can you beat the Nipper?

### 6.2 How We Spread the Word

The competition will be sharable on Facebook, Instagram and on their landing page. To do so, we are going to set up a profile for each participant.

On the beach there will be a stand where users can log in via a tablet. That links them direct to their profile where they can find all their statistics and photos. Through out the whole competition we are going to take photos and upload them straight to Instagram, Facebook and the landing page. There will be a scoreboard to keep the competition going, so people can compare themselves with friends and can challenge

them as well. It's necessary to keep the people engaged and a reason to come back to their profiles and check what's happening around them.

In this way we are using social media platforms to create awareness of the Surf Life Saver Club and that will increase their fan base. And as well customers are "learning by doing". Even if it is a fun event, people can see what it needs to become a Life Saver. The get in close contact with them and can talk to them face to face.

As well on the stands we will hand out forms, so people can sign up straight away to the club and we offer more information on screens and brochures. This gives as well time to ask questions to the Club Members.

The campaign will be promoted through TVC's on YouTube, Facebook and the Landing Page and as well banner ads on websites or ads on Facebook. Once the customer gets to our Facebook Page they get informed about upcoming events, where the next Competition will be and can set up their profile. Another user journey will be if people join the competition on the beach. Customers can there sign up as well and then follow the results online. And keep engaging with the brand.

The outcome of this event is, that the brand will be able to create interesting and fun content for their social platforms and share this with their people. They keep engaging with their target audience and give people a closer look into their work environment.

This will go on for years and can grow to a big national event. The campaign also should get people to engage with the Life Savers and to get them involved with the club, and to bring the customers down to their actual work-place – the beach. Because health and fitness plays an important role for a Life Saver they want to get a movement going so that people go more outside and live a healthier life.

## 7 Style Guide

Out going from the Surf Life Saving brand Guide Lines we added a fresh, sporty look and feel to the campaign. We changed Surf Life Saving to a sporty brand. It reflects the beach and sport culture of a "Nipper". The voice inspired to be a Surf Life Saver, to challenge people in a positive way and add fan factor to a serious service. The imagery we use in our communications is vital in portraying this emotions. The imagery sets the tone for what the campaign stands for, how people feel and how they will respond to the campaign. The imagery we shot reflects the core of a Life Saver, the core of the competition. Born of the Surf Life Saving logo we implemented the colors red, blue and yellow to the campaign and we used big bold fonts to convey the emotions of the competition.

Because we are aware of the usage of smart phones and tablets these days, and because we are using tablets on the stands to connect with the audience we made the design responsive, to provide an optimal viewing experience and easy reading on every device. All the content can be reached on all different devices, whereby we turn one's attention on smartphones and make this design very user friendly and easy to read.

## **8 Design Process**

Inspired from big brands like Nike, Adidas, Burton, etc. we knew in which direction we have to lead. After analyzing those brands we were ready to start with a campaign Logo. A few mock-ups and after several color, font and composition analysis and trials we finally got to our Logo, which created the base for the campaign style.

The following steps were scribbles and turned than into wireframes. The final designs were still based on the final wireframes, because we planned it step by step and quite well. All the wireframes and design changes were well thought over so that it was easier for the designer and the creative still leant to the style guide we came up with earlier in the brainstorming.

The design is supported really well by the campaign idea and gave a new sporty, fresh look and fell to the brand Surf Live Saving.