

Case Study : Toyota/MySpace - Rock the Space

ABOUT THE TOYOTA/MYSPACE PARTNERSHIP

In the Spring of 2009, Toyota and MySpace formed a partnership and launched the Rock The Space music competition, which invited bands to enter a digital demo-tape contest for a chance to win a MySpace Music recording contract, prizes and promotion on MySpace's home page.

THE CHALLENGE

Saatchi & Saatchi LA, Toyota's agency of record, approached Sprout to help create a campaign that would reinvigorate the MySpace Music community, which had become inactive. To accompany the objective the creative team proposed the concept of bringing demo-tapes into the digital domain.

OUR WORK

Sprout's role in the campaign was to enable the platform for significant viral engagement, campaign reporting, a moderation back-end for the MySpace team, and the ability to push live updates across embedded widgets. For the competition, the Sprout platform allowed bands to create fully customized skins for their demo-tape entries, creating a fun and interactive experience which deepened MySpace community engagement. The resulting creation was a widget, so bands could share their demo-tape with fans and ask them to display it on the profile pages and share it with friends.

THE RESULTS

Saatchi & Saatchi anticipated 1,200 entries, but that goal was surpassed in the first couple of hours of the campaign! Over the three week entry period, MySpace received more than 19,000 entries. In addition, more than 40% of the bands who arrived on the landing page



A Sprout Widget on the artist's MySpace page.



Sprout console showing the variety of demo-tapes from entries.



submitted a demo-tape to the contest, proving that a fun user experience combined with great incentives leads to greater conversions.

The Rock The Space campaign drove over:

- > 66,000 widget installs
- > 40 million widget views
- > 40,000 campaign votes
- > 2,300 comments

ONGOING ENGAGEMENT

Rock The Space is not just a campaign for Toyota - it's the start of an ongoing engagement with music fans. Toyota now has 14,000 new friends and people are spending more than 7 minutes on their community page, more than three times the average on MySpace. Toyota's purchase of 100 million impressions, to get the campaign rolling, has led to over 40 million ongoing organic impressions with fans who now understand just how Toyota rocks.



Sprout console showing the variety of demo-tapes from entries.