

TREMOR case study

category
AGENCY PARTNER

Tremor, an innovative advertising agency devoted to viral marketing to teens, needed a creative partner who could bring their underground strategies to life. Owned and guided by Procter & Gamble, Tremor was written up by Forbes for their pioneering approach. Still, they had the wisdom to recognize that creativity was not their strong suit. Needless to say, we were pleased they knocked on our door.

Word got around.

Word-of-mouth marketing demands a subtler approach than mass marketing. When people, especially teens, recommend a lipgloss, movie or online experience, they do it because they're enthusiastic. Not because someone told them to do it. Our job has been to create strategies to get the word out, without preempting the individual teen's authority to decide and speak for themselves.

Creative for a cluttered marketplace.

Teens have grown up with marketing. They're hit with it constantly. They can smell it a mile away. Tremor needed a creative partner to develop strategies and campaigns that would support standard brand positioning by actually standing apart from it. Heavyweights such as Coke, Capitol Records, AOL and Dreamworks all got on board for the underground ride.

While the means were not quite conventional, the results were downright measurable. Integrating online and offlinetools, our campaigns have sparked **word-of-mouth** buzz for a variety of purposes, from increased lipgloss sales to getting a movie trailer on MTV's Real World.

see the work

<http://www.blendercreative.com/work.php>



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