

BBC**BBC, Doctor Who**

The brief

To promote the new Doctor Who to the Swapits youth audience and drive traffic to the official BBC Doctor Who website.

The solution

The Doctor Who campaign surprised even the Swapits team with its popularity! An interactive and highly engaging microsite acted as the gateway to the campaign. It linked to a dedicated auction for Doctor Who product and a competition to win a DVD box set and a remote controlled Dalek. A link to the official Doctor Who website gave youths the chance to download "Tardisodes" to their mobile phones.

The campaign was supported by display advertising across the SwapitShop website and featured in the Swapits newsletter.

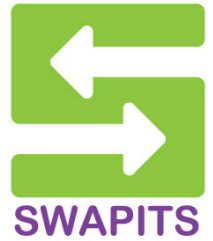
The results

The Doctor Who campaign was a great success, over-delivering in terms of inventory and response rates due to the popularity amongst the Swapits audience. The client extended the running dates from an initial two week burst to a full five weeks.

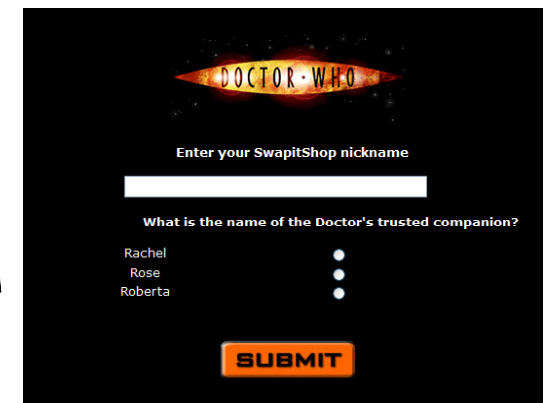
The auction items achieved high figures, with an average of 28 bids and 1,200 Swapits per item. The auction provided a compelling reason for youths to interact with Doctor Who on a daily basis over the five weeks.

And the campaign even went viral! The promotion was so popular it was the main topic of conversation in several forums created by Swapits members. All hail the Doctor!

"Jonathan's Dalek which arrived surprisingly quickly is absolutely INCREDIBLE!!!! Jonathan's Dad had quadruple heart bypass surgery last week so Mr D (do Dalek's really have names?) was just what we needed to lighten things up. Mike is recovering now and we keep having a succession of visitors plus nurses and doctors etc and they all say they LOVE the Dalek!"
Jonathan's mum



The design



Contact details

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