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CAMPAIGN: IT'S A WONDERFUL LOGITECH
CLIENT: LOGITECH
AGENCY: ALCONE

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Shops**LOGITECH "IT'S A WONDERFUL LOGITECH" HOLIDAY PROMOTION**

For Holiday 2012, Alcone created an engaging digital/social promotion to reposition Logitech as "the source for must have" gifts.

The target audience was naturally broad, given the wide array of passion points and the all-encompassing nature of the holiday gifting season, but can be categorized as Tech Gurus and their families. These shoppers are 18-34 year olds, and embrace technology in their lives, making informed purchase decisions after researching online.

These consumers love reading tech blogs, keeping up to date on new tech products and devices. So, to exploit this behavior, Alcone developed a digital promotion they could discover online that played off the notion of tech bloggers trying to get their hands on unreleased products and information.

Alcone created a storyline around a down-on-his-luck tech blogger named Seth Coolio, who, due to some pretty poor blogging skills, was down to one sole reader. To stage a comeback, Seth planned an ambitious stunt: to infiltrate the walls of Logitech, posing as their new Chief Holiday Officer. Secret camera in tow, Seth's mission was to corner and question key Logitech employees about the latest Logitech innovation and technology, all in order to score the ultimate holiday scoop.

The resulting digital/video campaign was shot inside Logitech HQ, featuring real Logitech employees enthusiastically sharing the details of their products. Set to a rhyming verse, the video was Alcone's version of "Twas The Night Before Christmas" meets the irreverent comedy movie "Fletch".

"It's A Wonderful Logitech" combined the hook of a disruptive story with the

power and reach of digital and social touch points to create something that took on a life of its own. For 4 weeks, consumers were treated to a funny yet informative video campaign around the antics of tech blogger Seth Coolio and his misinformed strategy to reclaim blogging greatness.

While the comedy was always present, the videos highlighted the wow features of each of Logitech's gifts and made their innovation shine heroically. From a webcam that mounts to your HDTV for living

room Skype calling sessions to state-of-the-art gaming gear, great gifts for every passion and person were featured.

In social media channels like Facebook and on Logitech's blog, Seth was rolled out as the Chief Holiday Officer, and posted

alcone 



his favorite gift picks for consumers.

To add a little heart and warmth to the campaign, the logitech.com web pages featured Logitech employees sharing their top gift selections as well.

"It's A Wonderful Logitech" drove unprecedented traffic to, and around, Logitech's holiday and gift-appropriate products with no spend devoted to media support. It was truly a campaign that lived through pass along engagement, as one fan shared a video or a "Like" with another.