

# WPPED CREAM 2008

DIRECT | HIGHLY COMMENDED | GREY ARGENTINA  
DIETRICH GPS PRODUCTS | GOLF

## BRIEF

Every year, the Dietrich company organises an exclusive golf tournament for its premium clients. The challenge was to let these clients know about the upcoming tournament in an original and eye-catching manner, with the final goal of getting them to register and compete.

## SOLUTION

In the two weeks leading up to the tournament clients began to receive emails every two days containing a video with information regarding the tournament as well as an invitation to register electronically. Each of the seven videos showcased two golf clubs representing two graceful feet having fun and enjoying themselves on a golf course. The campaign ran under the concept: "join the clubs".

## RESULTS

The response was immediate. Just three videos were needed to completely fill the tournament's openings. Dietrich not only received numerous emails congratulating it on its creativity but the videos also became the talk of the tournament.