

CASE STUDY

Greenpeace Coalfinger campaign

Background and Client Objectives

In November 2008, Greenpeace launched its Coalfinger campaign which featured a video to encourage people to support it. The Coalfinger video was an animated spoof of the James Bond classic Goldfinger. It featured Graverson Green and his assistant Katrina Hurkane who battle against Coalfinger in an attempt to stop him destroying the planet with his coal-fired power stations. Greenpeace wanted to show that coal powered energy is having a detrimental effect on the environment and chose mobile as well as online to spread its message more widely.

Roundpoint's Solution

Roundpoint's solution automatically detects the type of mobile device and provides the appropriate video format for the particular device ie iPhone, Blackberry, Nokia 95 etc. The video was available to download in sections or in its entirety at <http://greenpeaceuk.mobi>. People could text GP to 88010 to receive the link to the video on their phones. A form was also available on mobile for viewers to sign up to the campaign and to pass it onto a friend.



Client response

Speaking about Roundpoint, Tracey Frauzel, Head of New Media at Greenpeace said "Our Coalfinger campaign attracted much interest from the press and blogging community. We felt that it was important to make the campaign available over mobile because our supporters are heavy users of mobile technology. Furthermore, we thought that extending the campaign to mobile would help increase its viral effect. We have found Roundpoint to be very responsive and have now asked them to develop a new mobile site for Greenpeace UK".

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