

CASE STUDY

Dycrectos Online and Mobile Music Experience

Background and Client Objectives

Madrid based ad agency MoviDream was looking for a digital platform for its client DYC – one of Spain's leading whisky brands. DYC is an example of a brand which believes in a new marketing philosophy based on 'Engagement' and wanted to **create a digital platform around music to give support to young artists and to give them a chance to be famous.** The platform would give them the ability to upload ringtones and blogs and for their fans to download them and vote for their favourite bands in a competition.

Roundpoint's Solution

Roundpoint developed a **mobile and web portal for MoviDream** to enable music lovers to vote for their favourite bands via their mobile phones or PCs. Roundpoint implemented its Cerkle technology to allow end users to sign up to the competition via the website and enter their mobile phone details online. They were then sent a username and password to their mobile device asking them to register on the website. Once registration was completed, they were asked for demographic details, beverage usage habits and where they socialised. Users could then access <http://www.dycrectos.com> and vote for their favourite bands in the DYC sponsored competition, download playlists and view blogs.

Bands were given the opportunity to upload one song in full as well as a ringtone. The bands could also provide links to their websites. Roundpoint enabled the bands to access metrics informing them of the quantity of users who had voted for their song.



Supporting Marketing Activity

An innovative campaign launched the contest, with a concert in 'Second Life', a video campaign in YouTube (over 350,000 visits) and a partnership with MySpace (over 1800 friends). Over 400 groups participated and over 6,000 users interacted with their votes and comments. The contest had a very good positioning in Internet Search engines, attracting thousands of visits per month and received very good comments by the most important bloggers for music in Spain. A tour of the bands was also organised.



Speaking about Dyrectos, Alessandro Zoppo, Consultant Account Manager at MoviDream said " Roundpoint delivered a great job on the Dyrectos project. We found them to be responsive and reliable and we were very pleased with the quality of work. Dyrectos generated a lot of interest with end users because they were able to engage with DYC in a fun and exciting way. DYC obtained very useful demographic/usage pattern information for segmentation purposes, a new revenue stream from the music downloads and excellent brand exposure. We look forward to working with Roundpoint on future projects."

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