

Client	MTV
Project	European Music Awards (EMA's) Won three years in a row
Objective	Create an online experience that captures voting, broadcasts on-demand and live show video
Expertise	Flash 8



European Music Awards

Summary

Pan European Flash website, viral game, vote capture, video console, live streaming video, chat, banner ad campaign, and the kitchen sink.

Brief

Create an immersive online campaign around the European Music Awards. The website drives voting for the awards so the mechanism needs to be intuitive, fast, and encourage multiple votes. The site must be designed to be released in three iterations- pre show, live show, and post show, catering for thirteen different languages.

Solution

We've created three EMA's campaigns over three consecutive years, and each time the parameters increase, the timelines shrink, and the voting targets get bigger and bigger.

The biggest challenge is housing all the diverse functionality within a experiential flash site. It's a fine balancing act between high concept, and commercially driven usability. MTV give us a high degree of autonomy over the online campaign themes which means we can take a germ of the broad campaign idea and turn it into something unique for the web.

Whether we end up recreating the show using finger puppets, or prowling the backstreets of Soho for broken neon, the EMA's is the years most rewarding creative challenge.

Results

- 2004 – 8 million votes captured
- 2005 – 10 million votes captured
- 2006 – 11 million votes captured

