



# UK Online Winter Lodge

## case study

### Summary:

UK Online, the leading Internet Service Provider, is an official sponsor of the British Olympic Association (Team GB). UK Online turned to Threepipe to deliver a campaign that would bring the Team GB sponsorship to life, during the 2006 Winter Olympics.

Threepipe created the **UK Online Winter Lodge**, a branded London venue enabling consumers to get into the spirit of the Games and interact with the UK Online brand.

The venue attracted thousands of target audience consumers and was used to generate extensive media coverage for UK Online in broadcast, print and online media.

### The Challenge:

The Winter Olympics is seen in the UK as a slightly quirky, niche event, with British consumers and media only getting excited by it if there is a chance of Team GB glory! Threepipe understood that an innovative approach would be needed to drive media coverage and consumer interest around UK Online's Team GB sponsorship and the event as a whole, and to break through the brand clutter of other BOA and Olympic sponsors.

Specific campaign objectives were agreed in advance, including:

- generating 35 pieces of quality print, online and broadcast and online coverage
- delivering an ROI of 3:1 on the campaign cost, in terms of media coverage generated





## Creativity:

The concept was to use the aspects of winter sports that UK consumers know and love (ski-ing, snowboarding and après-ski) to create a way of helping people in this country to get excited about the Winter Games, and understand UK Online's support of the GB team. From this, Threepipe's proposal was to create **"The UK Online Winter Lodge"**.

The Winter Lodge would be a London bar, converted into an alpine lodge through the installation of a hot tub, log fire, 'sauna' room, fondue, themed cocktails and various other winter sports accessories. Large TV screens would allow visitors to watch all of the Olympic action and free wireless broadband would be made available, linking the project directly to UK Online's product.

The Winter Lodge would exist for the duration of the Winter Olympics (10-26th February 2006), and be open to the public during the day and night. In the build up to the event, the Winter Lodge would be used to drive media coverage in long-lead, short-lead, online and broadcast media, and offered to the media as a branded environment in which to film crowd scenes should Britain enjoy an unexpected success!

## Planning & Implementation:

Having developed the creative outline and venue requirements for the Winter Lodge, the challenge was to find the right venue and to convince the owners to allow their bar to be completely overhauled for the month of February. After researching various options in central London, the ideal venue was found: Bar Soshu in Shoreditch. With a fashionable, edgy image, Soshu had the perfect layout for the Winter Lodge to be installed. After several meetings and presentations of how the campaign would benefit Soshu and drive additional footfall, the bar agreed to the project.

A campaign website was developed ([www.ukonline.net/turin](http://www.ukonline.net/turin)) and used as a central point of the campaign and a destination for consumers to find out more about the Winter Lodge and UK Online.

Threepipe worked closely with the British Olympic Association to get their backing for the project, allowing other Team GB sponsors to be approached for brand partnerships. As a result, the likes of adidas, Xbox, King of Shaves, Sky and Lenovo all contributed equipment and value in kind (including a skeleton sled and body suit belonging to British World Cup champion, Kristan Bromley), helping to add to the consumer experience.

Long lead media coverage was secured in key lifestyle and sports titles, including GQ, Men's Fitness, In Style, Boys Toys and BA Highlife magazine. Coverage was secured by offering interviews with selected Team GB athletes including Chemmy Alcott, Finlay Mickel and Sara Lindsay.

Short lead media was a big focus, with Threepipe selling the concept of the Winter Lodge and generating coverage in influential media such as The Guardian Guide, Metro, City AM, Urban Junkies, London Diary, View London, Itchy London and TNT.

A total of 15 media promotions were put in place to drive awareness of the Winter Lodge, with competition prizes ranging from a VIP trip to the Olympics in Turin, through to a VIP night at the Lodge for the winner and friends. Threepipe secured fully branded competitions in T4, Metro, The Mirror, Daily Star, The-Sun.co.uk, Time Out and many more. A week-long promotion on the XFM Breakfast show delivered prime-time branding and awareness in the first week of the Winter Olympics.

Threepipe opened the Winter Lodge with a media launch night on February 9th, with invitations accompanied by a branded thermos flask with fake snow! 80 media attended the night and were treated to a hot-tub, fondue and cocktails.

The public launch night was held on February 10th, with a live screening of the Olympic opening ceremony and a special message sent to the Lodge from Team GB, just before the team went out for the ceremony itself! Threepipe also arranged for Konrad Bartelski (Britain's most successful downhill skier) to make an appearance at the Lodge for media interviews. Konrad appeared on Talksport, Radio 5, London Tonight and The Sun.

On 14th February, the Winter Lodge hosted 'The Icebreaker', a special event for single people with nowhere to go on Valentine's night! Free massages, hot tub sessions and access to a private sauna room made it a memorable night for the 140 young Londoners who responded to media coverage of the event and registered their names on the guest list.

## Results:

Media coverage and promotions exceeded the agreed targets:

- 20 pieces of online coverage
- 18 pieces of print coverage
- 5 pieces of broadcast coverage
- 15 branded media promotions

Footfall and bar spend at Soshu increased significantly over the period of the campaign.

**Campaign ROI in terms of media value has been calculated at over £500,000 (3.33:1 ROI against the overall budget).**



**Enough about UK Online,  
can we talk about you?**

- Call Jim Hawker or Eddie May: 020 7632 4800
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- Meet us at our place in Covent Garden or wherever suits you.