

Submission: 2014 UFI Marketing Award

Category: Mobile Marketing: How have you used it in 2014
The CTICC Memory Machine

Deadline: 02 June 2014

To: Ms. Rowena Arzt
Director of Business Development
The UFI Marketing Committee

To be submitted by email to: award@ufi.org

From: The Cape Town International Convention Centre
Convention Square, 1 Lower Long Street, Cape Town
South Africa, 8000

Contact: Olivia Bruce – Marketing Services Manager
olivia@cticc.co.za

Cape Town International Convention Centre

Convention Square, 1 Lower Long Street,
Cape Town 8001, South Africa
Tel: +27 21 410 5000 Fax: +27 21 410 5001
Email: info@ctconvention.co.za
www.capetownconvention.com

DIRECTORS: GM Fisher (Chairman), R Toefy (CEO), F Parker (CFO) (CA(SA)), AM Boraine, Dr SA Fisher, SW Fourie, El Hamman (CA(SA)), BJ Lodewyk (CA(SA)), GJ Lundy, AA Mahmood, HJ Taljaard COMPANY SECRETARY: MM Thirion

Cape Town International Convention Centre Company SOC Ltd (Convenco), Registration no. 99/007837/07



We are a green conscious convention centre.



The CTICC was established with the aim of delivering a world-class international convention centre in Cape Town that would provide meeting, convention and exhibition services and facilities for local and international organisations and their guests. Committed to be the best long-haul international convention centre the CTICC has mapped its path to success through innovation and creating unique customer experiences.

According to, *The future beyond brands (lovemarks)* by Saatchi & Saatchi emotional connection are imperative when building relationships with your target markets. Building love brands are achieved by appealing to the consumer's emotional desires, more than their rational thought process. This means we constantly need to offer and communicate exceptional experiences to make an emotional connection.

One of the main ways that CTICC can establish authority and gain trust with its clients is by consistently creating valuable content through a variety of channels. This will allow the CTICC to steadily build rapport with its target markets and develop a loyal following, setting the foundation for return business.

Another notable trend in the marketing industry is the apparent shift in consumer preference regarding simplistic marketing messages with big graphics instead of in-depth messages. Many consumers feel burnt out by a constant barrage of information and advertisements that scream "look at me", some of the most innovative marketers are going the opposite direction.

For 2014/2015 the CTICC marketing strategy focused on eliminating all the complexities that could be associated to it. The focus is simple in nature, but still effective to promote goods and services that serve to simplify the consumer life and their customer experience. To this end, after a year of research and development, the CTICC launched a new advertising campaign with 6 revolutionary print adverts to grab the attention of the meeting and events industry globally.

The adverts were designed to sell the ethos, that CTICC offers extraordinary experiences.



We are a green conscious convention centre.

The adverts are the first of its kind in the hospitality industry, they were created to appeal to the reader's desire for more.

Good just isn't good enough anymore, as the hospitality industry has plateaued at a standard good. To further inspire innovation, we are operating and competing in the attention economy era, meaning the consumers day time is work focussed, with little time for mainstream media. The solution is to offer the consumer either an entertaining or informative experience, easily available at the tip of their fingers, within a blink of an eye. Our messaging, ethos and drive is to provide our clients and visitors with an extraordinary experience, which according to, *The future beyond brands (lovemarks) by Saatchi & Saatchi* is a tool to emotionally connect and build loyal relationships with existing and potential clients.

To this end, the Memory Machine was created. An innovative approach, to activate the new adverts, the Memory Machine was identified as an effective mobile marketing tool to activate the advertising campaign. Christened the Memory Machine, the application created a space where an interactive system through the use of hardware and software linked the digital and physical world. Conceptualised as a mechanism for feedback, the Memory Machine was installed to engage our stakeholder both internally and externally, to capture what exceptional experiences our stakeholders had received from an interlude with the CTICC. This activation was the first of its kind for the CTICC and a rather bold leap into mobile device digital marketing.

Targeting past and current internal and external centre users the Memory Machine appealed to previous centre visitors and clients, inviting them to share their most memorable experience of the CTICC. With no restriction as to what was extraordinary, feedback was received for delicious cuisine, excellent service and memorable event experiences.

A design company was appointed to help us realise our Memory Machine, providing us with the expertise to carry forth our activation.

The Memory Machine was made up of an internet connected laptop linked to a customized laser-printer, housed in a tamper-proof casing.

Pre-printed postcards with one of the newly developed 6 business category adverts were held in the paper feed cartridge ready for printing.



When activated by a digital message, the message would be printed to the blank side of the pre-printed postcards and be delivered, by floating down a clear Perspex tube. The postcard would be collected by the creator as a souvenir free of charge.

The custom written software of the Memory Machine queued messages received from the hash-tag #CTICCmemory (in addition to an anti-spam code) and Facebook posts sent through a dedicated Facebook app. The software included filters to regulate content, which also allowed for a content manager to moderate the messages before it reached the print-queue.

Located in the reception area of the CTICC, the CTICC Memory Machine was mounted to a pillar and branded with elaborate artwork to attract the attention of centre visitors.

For tracking and reporting purposes, a campaign mini-site was created to showcase and promote the campaign. The site was built to display the most unique and highest profile memorable experience posts sent.

The Facebook app was integrated onto the CTICC official Facebook page which:

- Had a fan-gate that requires the user to “Like” the CTICC page
- Had the functionality to send a message directly to the Memory Machine
- Confirmed that the Memory Machine had successfully dropped the message and displayed the tweet stream of messages sent via Twitter

Participation was encouraged by a large visual banner hanging directly below the Memory Machine and staff engagement with centre visitor throughout the day. Centre visitors at first a little apprehensive, soon all wanted a chance to experience the Memory Machine. Visitors compared the images and at intervals, small groups congregated at the foot of the Memory Machine, sharing in the experience. To drive further engagement with the unit, a competition element was included to incentivise interaction. The campaign and Memory Machine was promoted through the use of social media which additional special artwork was created for. This separated the Memory Machine updates from the daily CTICC promotional updates.

Internally and to our current followers on our digital media platforms, we were receiving a positive response, but we needed to reach a new audience and increase our digital footprint.



A month and a half into the campaign, an external digital media consultant was appointed to reactivate and refresh the CTICC Memory Machine. A paid for Facebook campaign was activated, hype was created through the CTICC newsletter and the Memory Machine received a revamp. The result, a visible spike in engagement was noted on the official CTICC Facebook, Twitter and website, along with an estimated 235 000 impressions on Facebook. The increased number of shared memories meant an increase in the number of post cards printed daily; we constantly had to replenish the paper supply in the printer. This proved challenging, as a scissor lift had to be brought into the busy centre to reach the tamper proof unit which stood approximately 6 meters from the ground.

The CTICC's marketing strategy has been specifically developed to achieve a number of marketing objectives and the foundation for our activations is geared to:

Create customer loyalty, connect with the centre's target markets, engaging our stakeholders in "new conversation" and promote and raise awareness of the centre's service offerings.

The CTICC Memory Machine allowed us to deliver on our marketing objectives. In addition to the overall success of the campaign, the CTICC social media platforms experienced an increase in digital media followers. This was the first mobile device campaign utilised by the CTICC and catalyst for further activations which instigate two way mobile communication.

The Memory Machine successfully processed 620 tweets over the 3 month period of the activation, and several individuals who tweeted are high-profile individuals with large followings too. Below is a sample of some of the memories shared:

No.	Platform	Date Stamp	Handle	Message
24	TWITTER	2013-06-28 17:21	@sticksin	#cticcmemory great to see the memories printed!
224	TWITTER	2013-08-05 12:32	@answan	My memory best memory was watching fame just when CTICC opened. #CTICCmemory
424	TWITTER	2013-09-11 08:31	@tallyg0907	@CTICC_Official #cticcmemory It was def watchin the 1st World Cup Game. So many ppl, colours & a great atmosphere.

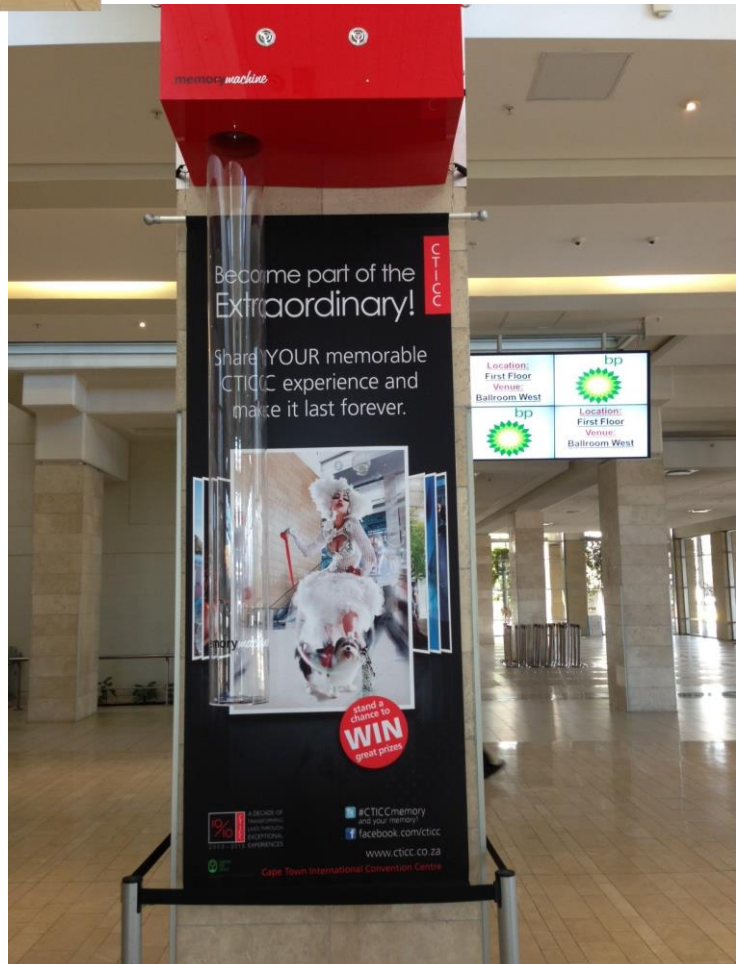


Addendum:



The CTICC Memory Machine was mounted on a pillar in the main reception hall of the CTICC. Designed to receive both Facebook and Twitter messages, Centre visitors could engage with all mobile devices via their personal social media profiles.

The CTICC Memory Machine ran for a duration of 3 months. Mid-way through, the banner was refreshed, inciting new interest in the unit.



We are a green conscious convention centre.



Cape Town International Convention Centre (CTICC)

September 10

Share your memory via our Facebook app or Twitter **#cticcmemory** and become part of our trip down memory lane! A decade of extraordinary experiences!

Núbia Nunes Pena, Hanan Haddad, Viwe Morara and 8 others like this. Top Comments ▼



Ester Monnye Mogakwe My favourite memory of CTICC was when I attended CTJazz Festival on 06/04/2013 (my birthday *yay*) when Ms Jill Scott Blew us away with a Great Performance!



September 10 at 10:51pm · 2 likes



Cape Town International Convention Centre (CTICC) Ester Monnye Mogakwe thank so much for sharing. Please share your memory via our Memory Machine on our timeline!

September 11 at 6:41am



Eric Jwaai Wow when that centre opened i was fortunate to be part of @Quest staff to help set up 4 the opening function... It was a whos who kinda party - hollywood style. Its seems it was just yesterday. Everything about that centre seemed huge back then. It was amazing & a huge success. Its still vivid in my mind.

September 10 at 10:06pm · 1 like



Cape Town International Convention Centre (CTICC) replied · 2 Replies

A sample of Facebook updates received. The public not only shared their most memorable experiences of the CTICC, but images captured at events attended.



We are a green conscious convention centre.



A sample of the Twitter feed.

A separate Twitter handle #CTICCmemory was created. Prizes were made available to entice engagement and later awarded to participants through an audited random draw.



We are a green conscious convention centre.