



WEB DESIGN FACTORY

Case Study

Bob and Dave Case Study: České Budějovice Budvar´s “Bob and Dave“ Campaign

*Daniel Mlynář, Sales and Marketing Director; Jakub Holý, Senior Architect
WDF - Web Design Factory*

The basic idea of Bob and Dave concept developed in cooperation with Kaspén Agency has been “two Englishmen love Budvar so much that they proclaim to the world its quality and their love for anything Czech!” Branded communication through Bob and Dave stories introduces to people the brand’s basic values: quality, repute, fairness and pride.



The main communication took place on TV in form of spots that represented Bob and Dave mini-stories. First they introduced them in a basic way, then they were concentrated on the World Hockey Championship, a Christmas edition was established, the greatest Czech person etc. Always at the end of TV spots the internet website www.bob-dave.cz was communicated.

”The WDF Solution was focused on promotion of the campaign credibility - in other words, Bob and Dave had really to act on the website. At the same time, users should get the impression that they always find something on this website they enjoy, that the both figures are real!”



BOB & DAVE 45



FANDIME 10



VÁNOČNÍ SPOT

The basic aims of the web campaign were as follows:

- to get Bob and Dave figures familiar and to show how they love Budvar and everything Czech
- to develop further their stories on the Internet by means of cross-medial communication
- to arrange basic feedback of the website visitors
- to extend the effects of the TV campaign using the means exploiting the features of the Internet as medium
- website was the only place where they really could be met



The WDF solution was concentrated on the campaign credibility - in other words, Bob and Dave had really to act on the website. At the same time, users should get the impression that they always find something on the website they enjoy, that the both figures are real! Briefly, the impression that everything is real, they are really sitting in England and creating their website. Visual procession was relaxed and dynamic, rich in expressive

stylized elements, while the emphasis was laid on multimedia - animation, sounds and video were used. Texts were processed untraditionally too, the language has been colloquial and the site has not been divided into Czech and English versions, for the most part the texts have been bilingual, sometimes even in English only. Everything has to look natural, though with clear hyperbole and wit.

DRUNK BUDVAR COUNTER
POČÍTADLO VYPITEJCH BUDVÁRKŮ

<- ZPĚT

MÁŠ VLASTNÍ WEB?

DO YOU HAVE A WEBSITE?

TAK TAM PŘIDEJ POČÍTADLO VYPITEJCH BUDVÁRKŮ!
ADD DRUNK BUDVAR COUNTER !!!

Velká celosvětová akce! Přidej se i ty!

Jestli máš vlastní stránky, jednoduše si na něj přidej tohle počítadlo. Každý návštěvník tvých stránek na něj bude moct kliknout a přidat svůj vypitej Budvárek, čímž přispěje celé akci.

Teď už ale neváhej a počítadlo na svůj web přidej!

POČÍTADLO VYPITÝCH BUDVÁRŮ
32482

KLÍKNI PRO DALŠÍ VYPITEJ BUDVAR :)

Bob a Dave: Chceš taky naše počítadlo?

SEZNAM WEBŮ KTERÝ SI K SOBĚ UMÍSTILI POČÍTADLO

oktava-gymelg.wz.cz/in...
www.schemata.wz.cz/
www.hovadko.cz/
www.playstation3.cz/
destr.site.cz/
www2.muhradk.cz/dturov/

DISK A COLOR FIRST

Czech beer, Czech girls and Czech hockey are Bob's and Dave's life content. Communication channels on the websites are interactive within the meaning of actual contents and responses - Bob and Dave represent their opinions and respond to current events. Especially results of the Czech representation hockey matches are involved, but also pictures of "Czech girls" sent.

List of individual website sections:

- interactive games
- Hall of Fame - Czech specialities (sometimes of an unbelievable format)
- genuine Czech girls
- users send their own pictures that are peppered with appropriate comments and evaluation on the part of Bob and Dave
- special hit counter spread by virus

- Spot Creator - an interactive TV spots editor that enables users to create new stories, re-title them etc
- files to download (music etc.)
- visiting book, chat
- original Czech cookery book
- list of popular pubs etc.
- online shop (T-shirts, goods in special editions)



Hlasování
 < Předchozí fotka > 1★ 2★ 3★ 4★ 5★ > Další fotka >



★★★★☆ 4.38

Yeaaaah!

Nejlepší hokejová fanynka! Takovýhle milujem!

BUD SHOP
Yeaaaah!
LIMITED EDITION

And the 4th wave is here! The best ones still remain: Bud Ass, Budwatch and Budboys!

A je tady čtvrté kolo! Nejoblíbenější tříčka Bud Ass, Budwatch a Budboys si můžete pro velký úspěch dále objednávat.

+ BUD ASS
TO CHCI!
CZK 390,-
Barvy

+ BUD WATCH
TO CHCI!
CZK 390,-
Barvy

Results and Appraisals

During the website running roughly 300,000 people were addressed, average daily attendance was approximately 2,800 people and average duration of a visit reached above-standard 7 minutes.

The project was awarded the following prizes: Zlatá pecka (Golden Stone) for 2005, Shortlist Louskáčku 2005 (2005 Nut-Cracker Shortlist)(category D1 - Techniques - Interactive / Internet).



Bonus: What did users say?

Petr

Well done, you are really cool. Come and have Budvar in Prague ;-))))

Jeňour

Bob and Dave are the best!!!!

Koren

Hi buds. You have the best advertisements. Ciao.

Pacman

You are superb "Czech". The beers is superb, spots are superb too.....just show the word what we Czech are like.

Gee

It is great! You are cool... i.e. you are superb!

Milanos

You are really superb. Just go on :)



WEB DESIGN FACTORY

www.wdf.cz