

**The three
types of
integrated
campaigns.**

Many companies and agencies still believe that an additional website and banner ad turn their traditional campaign automatically into an integrated campaign. Over the last few years, we have formed our own opinion on this and have spotted three different types of integrated campaigns.

1. The adaptive campaign

Let's say you have an idea for a great TV spot, for instance. Now you think of how this TV spot could look like printed, as a banner ad and as a website. Still basically, each execution is the same. This may make every execution very recognizable, but also lame. There is a reason why you get annoyed when you see the same TV commercial four times in a row. Many creatives already call this an "integrated campaign", but we would rather call this an "adaptive campaign".

2. The integrated campaign

You have a medium-independent idea based on an insight that suits your brand or product. Based on this idea, you come up with concepts for all required campaign media (TV, print, web, out of home, etc.). Compared with the adaptive campaign, the individual media display the campaign idea in their very own way. Here, each campaign component has its own idea, tailor-made to fit the respective medium.

So, let's say your campaign idea is "Deals so good, happiness is hard to hide". Here, the TV spot shows people who are unable to bargain anymore, since they can't manage to suppress their joy. Online, you can hire a virtual "dealer" to negotiate on your behalf on Craigslist etc. No award winner here, but you get the point. ➔

The three types of integrated campaigns./2

The result: People discover and experience more and more with each campaign component, but perceive the overall campaign as one whole, integrated experience. This is, for us, the basic version of an integrated campaign.

3. Integrated campaign with event character

You have a medium-independent idea that feels already press worthy without any execution. Based on this idea, which is usually of an event nature, creating TV spots, banner ads or funny Facebook apps comes easy. A good example for this would be Crispin's Coke Zero campaign.

The idea: "Coke Zero" tastes like Coke; that's why Coke sues "Coke Zero" and thus, basically themselves. On TV, real-life reactions of lawyers on this were shown and online you were able to sue your friends for the same taste.

Other good examples are the "The Best Job in the World" campaign in which you were able to win the job of your dreams of becoming a paid inhabitant of an Australian island, or Burger King's "Whopper Freakout" campaign in which the Whopper disappeared from the menu for one day to prove the people's love for the burger by showing their reactions.

In a best case scenario, the campaign always leads to a brand platform to keep the conversation going, even when the campaign is over – even if the platform is just a Twitter account. We believe this to be the master class of an integrated campaign.

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