



THE PROBLEM

Vanish Napisan Crystal White wanted to be famous for keeping white clothes white. But there was a problem. Advertising for Vanish Napisan had low consumer engagement. Our client wanted to find a bold way to deliver our message. So, we decided to sponsor a building. And if we really wanted to make Vanish Napisan Crystal White famous for keeping white clothes white, there was only one building to sponsor. The White House, in Washington DC.

THE SOLUTION

To start, we wrote to every member of Congress, stating that Vanish Napisan Crystal would sponsor the White House for \$25 million. We also pitched the idea directly to President Obama via a YouTube video. Next, we appointed reputable lobby firm, Grayling, to represent the campaign and sent our brand ambassador, Adam Whittaker, to Washington DC. As the US debt crisis reached its height, we pitched the idea to Democrats, Republicans, everyday Americans, and even the secret service, then posted over a dozen films to our Facebook page so Aussies could follow our campaign.

THE RESULTS

Our plan to offer \$25 million for Vanish Napisan Crystal White to sponsor the White House created intense PR and online interest. In America and Australia we received coverage on national TV, radio, and in over 180 blogs and newspapers, including every major Australian paper. Even the Aussie Government tweeted about it. Over 21,000 people visited our Sponsor the White House Facebook page. On Twitter, we reached an audience of over 620,000, with tweets from Australia, America, Russia, Greece, Brazil and beyond. Finally, we launched a Facebook competition where the Aussie public could put their own white houses up for sponsorship, with the winning entry coming from a flood-ravaged area of Queensland, Australia.



SPONSOR THE WHITE HOUSE

