

UNIDENTIFIED PROJECT

yahoo!

entertainment
“This could be a limited series.”

Taylor Lautner

Ganous

CREATING AN ALIEN CONSPIRACY

For HexClad's Superbowl debut, they wanted something that increased brand awareness. So we photoshopped the land around Area 51 into the background. Then famous Geoguesser Trevor Rainbolt placed Gordon at Area 51 (it ended up being his highest performing video of all time with 50 million views). We got a real flight attendant to say she was on a weird flight with Gordon that took her to some strange location in the Nevada desert (her followers were genuinely afraid for her life). And we got an alien conspiracy expert to post a ridiculous video tying everything back to HexClad.

HOW WE DID IT

It started with Gordon Ramsay posting an image to his Instagram, where we quietly photoshopped the land around Area 51 into the background. Then famous Geoguesser Trevor Rainbolt placed Gordon at Area 51 (it ended up being his highest performing video of all time with 50 million views). We got a real flight attendant to say she was on a weird flight with Gordon that took her to some strange location in the Nevada desert (her followers were genuinely afraid for her life). And we got an alien conspiracy expert to post a ridiculous video tying everything back to HexClad.

PEOPLE THOUGHT IT WAS REAL

Most people could tell it was all a marketing stunt and enjoyed the fun. But thousands were convinced that Gordon really did visit Area 51 and cook for aliens. Even after the spot aired, thousands were convinced that the commercial was just an elaborate attempt to cover up the conspiracy.

BILLIONS OF IMPRESSIONS

Whether it was real or not (who knows?), the campaign worked. Before the big game, we earned over 6 billion impressions from the conspiracy alone. On the day of the game, HexClad's website received more visitors than ever in their history. At the end of it all, the campaign was covered organically by over 1300 publications, and received over 200 million views and over 15 billion impressions.

THE CAMPAIGN PAID FOR ITSELF

HexClad's revenue increased by 28.4% in the month of February. But even more impressive is their Media Efficiency Ratio increased by 22.8%, which means for every \$1 they spent on marketing, they made \$2.2 in revenue. Thanks to the success of our conspiracy campaign, we covered the cost of the campaign before our spot even aired at the Superbowl. By the end, HexClad's first Superbowl campaign paid for itself - 22 times over, words, HexClad's first Superbowl campaign paid for itself.

Rainbolt places Gordon at Area 51

A flight attendant on Gordon's jet corroborates the story

Gordon neither confirmed nor denied the Area 51 allegations

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