

Google: Chekhov Is Alive

Source: MAA Worldwide GLOBES, Bronze, 2016

Downloaded from WARC



This case study explains how internet and technology company Google used a live reading event broadcast online to build a connection with Russian culture and people.

- Google wanted to engage young people with its products and services and increase brand loyalty by unifying Russian cultural values and Google technologies.
- After research found that reading was declining, Google decided to bring Russian classics to life for young people - starting with a 24-hour marathon of live-streamed readings of Chekhov's plays.
- The campaign reached 60% of the Russian population, generated 5.5 billion media impressions, and more than 700,000 people watched the live event online.

Agency: ARK CONNECT

Country: Russia

The summary statement

Entertaining yet educational campaign that reached over 60% of the Russian population. A fantastic cast of common people and celebrities played in a 24 hour-long theatrical performance, live-streamed on YouTube on the largest online scene in the world. 700 actors participated in online readings, across 10 time zones including Moscow, New York, London, of 48 Chekhov stories...Over 700 000 unique viewers from 104 countries watched the event live.

Campaign strategy

Context:

Russia is renowned for its rich literary heritage. Yet there was a disturbing trend: 50% of Russians reportedly had not read a single book in 2014. The decline was sharpest among millennials. 2014 was announced as the year of Russian literature. Anton Chekhov is the world famous writer who created dozens of stories & hundreds of characters inside them.

Objectives:

1. Engage young people with Google products and services
2. Increase brand loyalty through the unification of Russian national cultural values and Google technologies

Brief:

1. Develop and carry out a large-scale media project in the year of Russian literature
2. Activate Russian national cultural values
3. Demonstrate the advantages and expertise of Google technologies to young people.

Strategy:

To cement Google's leadership position via engaging with the young audience and utilizing some of the most renowned Russian cultural heritage and values.

Campaign concept

Idea:

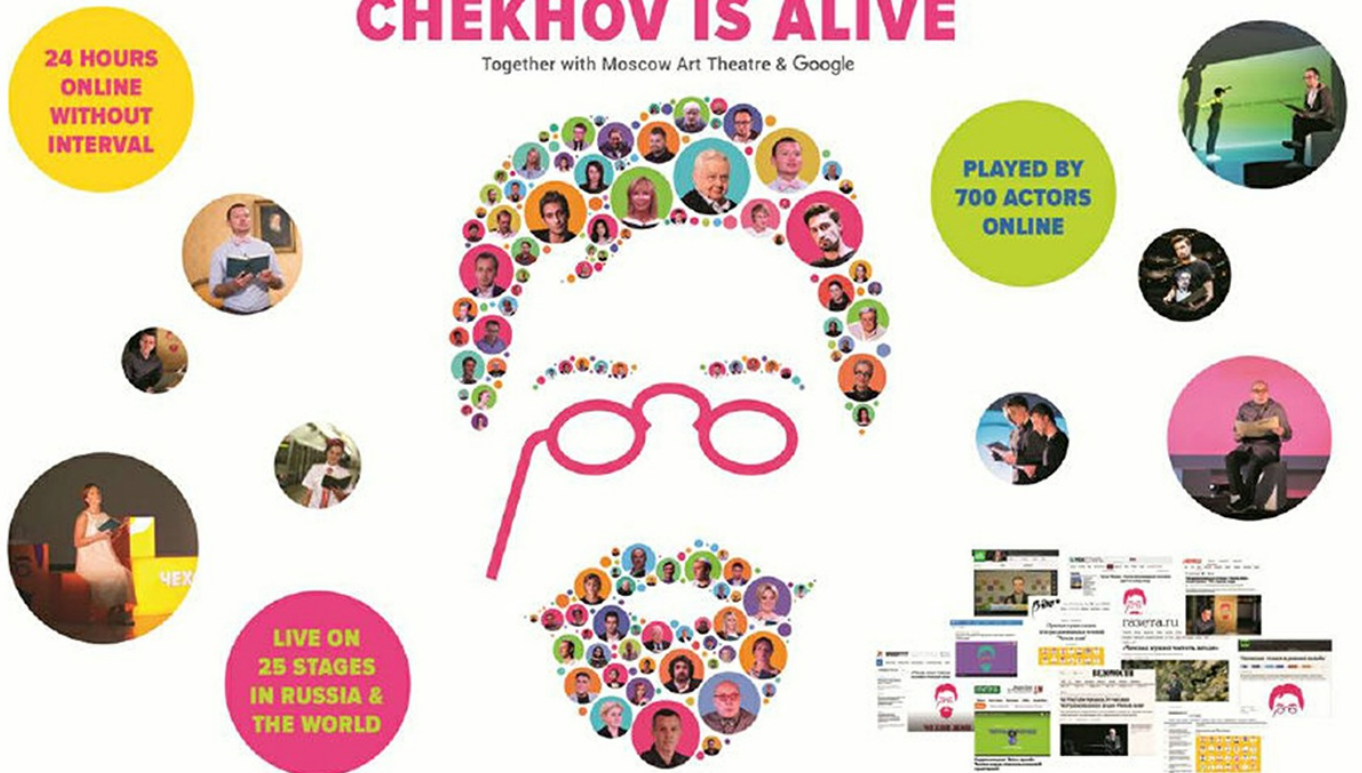
Google took up the challenge of revamping Russian literature using its technological expertise to prove to youngsters that classic books and their content can be as engaging as any other activity on the internet.

In the year of literature we unified some of Russia's most renowned cultural heritage – Russian literature – with Google technologies. We turned to Anton Chekhov, one of Russia's most beloved playwrights, and held a 24-hour marathon of online readings of Chekhov's plays.

Collaborating with Chekhov's theatre actors, we gave our audience a unique chance to live the lives of Chekhov's characters. The online activation appealed to the young people's pride in their rich cultural history, and induced millennials to start reading Russian Classics again.

CHEKHOV IS ALIVE

Together with Moscow Art Theatre & Google



Campaign execution

We started a pre-event announcement campaign at the end of June 2015 which lasted for three months.

The campaign included such activations as:

- Integration into summer festivals to attract people to participate in online casting
- Launch of a website for online casting
- Online casting
- Announcement in social media to invite people for online casting

We held a nationwide online casting, letting anyone find out which role from Chekhov's stories would suit them best from July - September, 2015

Social media (Instagram #MexoB>KMB/Chekhov is alive, FB, bloggers), partnerships with Moscow summer musical festivals - popular among young people: Ahmad Music Festival, PicniqueAfisha, Faces&Laces, etc., Love Radio - all were used to attract people to online casting. The famous "Evening Urgant" talk-show on Russia's N°1 federal channel had a program devoted to Chekhov's readings.

September 25-26th - **The Live Stage Event** happened on YouTube - A fantastic cast of common people and celebrities played in a 24 hour-long online theatrical performance live-streamed on YouTube from different parts of the world on the largest online scene in the world.

Readings took place on 25 stages, live, in Moscow, New York, London & around the world. 700 actors participated in readings online. Russia's prime channels picked up the news.

Major media activities included:

- Popular Talk Show "Evening Urgant" ("Вечерний Ургант") on Russia's 1st Federal Channel
- Love Radio - direct live transmissions & announcements - September 25th-26th
- Social Media - announcement & promotion of live readings
- News blocks on NTV, 1st Channel - September 25th-26th

Post-event closing activities - The Heritage Stage - included the launch of the online Library (website) with recorded readings of Chekhov's plays

Campaign results

- Project reached over 60% of the Russian population
- It generated 5.5 billion media impressions
- Over 1000 000 people took part in casting
- Over 700 000 unique viewers watched the event live
- 24 hours online without interval
- Live on 25 stages in Moscow, New York, London & around the world
- Played by 700 actors online

© Copyright Marketing Agencies Association Worldwide 2017

MAA Worldwide

www.maaworldwide.com

www.warc.com

All rights reserved including database rights. This electronic file is for the personal use of authorised users based at the subscribing company's office location. It may not be reproduced, posted on intranets, extranets or the internet, e-mailed, archived or shared electronically either within the purchaser's organisation or externally without express written permission from Warc.

WARC

