

# 2012 iPG Awards UK SUBMISSION



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iProspect<sup>iP</sup>

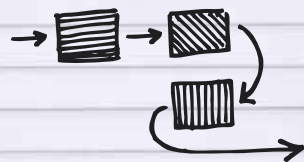
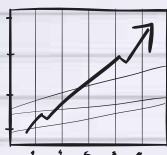


# “ Delivering Digital Performance on a Global Scale. ”

## The Challenge

### BRIEF:

As an Olympic sponsor and torch relay partner, BMW wanted to find a way to support their association. iProspect planned an intelligent online social media campaign to create regional buzz.



SPOT THE  
GOLDEN BMW



## The Strategy

Intelligent budget distribution,  
using rapid re-planning

### A/B Testing



London 2012



## The Results

# 113,200

actions at CPA  
of £0.35

# 15,000

Likes

# 65,750

Photo views