



THE MISSION

Parrot, a high-growth French company, was until recently little known amongst the general public. The company supplied numerous car manufacturers with built-in Bluetooth technology.

In 2006, the company change course and began offering a range of consumer Bluetooth products. In addition to digital photo frames, the company created its famous Zikmu designer wireless music speakers for the iPod, developed in collaboration with Philippe Starck.

Buoyed by this success, the company, which today employs over 500 people, continued to innovate, and recently developed an outstanding high-tech toy: a quadricopter drone equipped with two cameras, controlled via iPhone or iPad over Wi-Fi. Much more than simply a remote control, Parrot's smartphone application provides the pilot with a realtime first-person view of the images transmitted by the quadricopter, dubbed the AR.Drone.

This revolutionary new product was bound to be a worldwide hit.—Providing, of course, it first have a successful launch! Parrot called on Keyade to develop and implement the online strategy for the worldwide launch of the AR.Drone.

THE CHALLENGE

Hit hard. Hit fast. Heighten interest, create demand, give it must-have status.

Achieving this meant carefully selecting the most appropriate media channels and resources, and synchronizing the global launch in order to capitalize on the buzz, taking into account the nature of the product and the campaign's goal: that of seducing early adopters, gamers and technophiles, signing them up and turning them into ambassadors-at-large, which would in turn maximize sales among the product's resellers.

THE SOLUTION

YouTube was identified as the most powerful and globally-reaching solution suited to this project. The campaign included placing a “masthead” banner ad on the YouTube.com home page and launching a brand channel, both purchased in eight countries on the same day: the USA, United Kingdom, Germany, France, Italy, Spain, Japan and Hong Kong.

This coordinated and synchronized deployment would combine to create a strong, simultaneous and global marketing push. The launch date was set for Sunday, September 5th, 2010. Design agency BETC Euro-RSCG was hired to handle the graphics.

The campaign strategy called for over 30 videos, specifically created for the event, to be made available exclusively via the AR.Drone YouTube channel (<http://www.youtube.com/ardrone>).



THE RESULTS

The AR.Drone campaign is the largest high-tech product launch in the world on YouTube in 2010. In 2009, "Evian RollerBabies" by Evian (<http://www.youtube.com/evianbabies>) set the benchmark by generating 25 million views in 5 countries within the first 4 months of its launch.

Parrot shot through the roof by racking up more than 79 million views, in 8 countries, in a single day. The AR.Drone channel was accessed over 1.5 million times, and over 5.4 million videos viewed. Parrot does not disclose sales figures, but the AR.Drone is undoubtedly one of the hottest products of the upcoming 2010 Christmas season.



8 COUNTRIES

116M PAGE IMPRESSIONS

1.4M CLICKS (CTR 1,20%)

79M AD VIEWS ON YOUTUBE HOMEPAGE IN ONE DAY

1.1M VISITS ON THE AR DRONE YOUTUBE BRAND CHANNEL IN ONE DAY!

5.4M VIDEOS VIEWED ON YOUTUBE.COM/ARDRONEBRANDCHANNEL

AR Drone + Parrot ranking is today among the top branded high-tech channels worldwide (source : Youtube Insights – November 2010)

NICOLAS HALFTERMEYER, WEB & E-COMMERCE MANAGER



«Keyade helped us pick YouTube over other social networking sites, and provided smart advice while negotiating our advertising agreement with Google USA, Europe and Asia. Thanks to a strategy that focused solely on YouTube, Parrot has benefited from tremendous visibility through its videos, which continue to add to Parrot AR.Drone's global exposure daily.»

ABOUT PARROT

Parrot, a global leader in wireless devices for mobile phones, stands on the cutting edge of innovation. The company was founded in 1994 by Henri Seydoux as part of his determination to drive the inevitable breakthrough of mobile phones into everyday life by creating high-quality, user-friendly wireless devices for easy living.



Parrot has developed the most extensive range of hands-free systems on the market for cars, motorbikes and scooters, including wireless multimedia products geared towards audiovisual applications.

In 2008, Parrot launched a new prestige line of high-end products bearing the hallmark of renowned artists.

In 2010, Parrot launched a flying wifi Quadricopter with Augmented Reality video games, the Parrot AR.Drone.

Parrot, headquartered in Paris, currently employs 500 people worldwide and generates 85% of its sales overseas. Parrot is listed on NYSE Euronext Paris since 2006.

www.parrot.com
www.ardrone.com



A PROPOS DE Keyade

Created in June 2006, KEYADE is an independent online agency specializing in the management of Search Engine Marketing, Facebook Marketing, and Ad Exchange Platforms. Its three founders took a risk giving Keyade an innovative positioning: highly-skilled team, limited number of clients, centralized international management, and innovative proprietary technology.

Currently, Keyade manages campaigns in over 60 countries. And has gained the trust and confidence of clients including La Redoute, Voyages-SNCF, Meetic, Air France, Europcar, Prisma Presse, Lexmark, Photobox, and OLX.