



MMA CASE STUDY



Billboard The End of the Silent Magazine

Campaign Summary

Billboard Magazine in Brazil recently became the first music magazine that actually *played* music, thanks to the addition of near-field communication (NFC) stickers to the inside of the magazine's cover. The stickers activated a web page featuring the music contained in the issue of the magazine. The songs then played via the user's smartphone, with no QR codes or Bluetooth required.

Strategy and Execution

The target audience for this campaign was Brazilian youths with access to smartphones. The technology debuted in *Billboard Magazine's* 2014 Lollapalooza special edition, and subsequent special editions have also featured the same NFC technology.

Results

All copies of *Billboard Magazine* featuring the NFC stickers have been sold.

Source

"The End of the Silent Magazine." 2013 MMA Smarties, Gold Winner, LATAM, Video/Rich Media. Brand: *Billboard Magazine*. Lead Agency: Ogilvy & Mather São Paulo.