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## MMA CASE STUDY



# Billboard

## The End of the Silent Magazine

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### 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.

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### 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.

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### Results

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

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### 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.