

Interactive DVD



## HBO Latin America, Capadocia

### Challenge

HBO Latin America needed to promote an original series titled, Capadocía, set in a fictitious women's prison in Mexico. Fuseideas was tasked to create a campaign that would generate buzz and garner the interest of local cable affiliates throughout Mexico, South America, and the Caribbean. The campaign needed to transmit the information in three languages - English, Spanish and Portuguese.

### Solution

Fuseideas conceptualized a direct mail kit, making sure it was intriguing enough to get the interest of HBO's affiliates. The piece recreated the feel of life behind bars, complete with a hollowed out book to hide prison contraband. Elements included a pen that looked like a shank, but was really a USB drive containing 1GB of assets with logos and materials for the affiliates. The kit also included an interactive DVD featured in three languages. The DVD provided a walkthrough of the prison set, so users could experience life inside Capadocía. Fuseideas produced 300 of these direct mail kits, each of them individually hand-painted by local artists.

### Results

By helping the affiliates promote the series at a local, grassroots level, this HBO Latin American production grew to become so successful it was purchased by HBO Domestic and is now broadcast in the U.S. The marketing kit went on to win a Silver Mark Award at the CTAM summit in 2008.

Media Kit



Media Kit



## HBO Latin America "Filhos Do Carnaval"

### Challenge

HBO Latin America Group wanted to promote their second season of "Filhos Do Carnaval" to their affiliate subscribers in Mexico, Latin America and the Caribbean. In order to encourage HBO affiliates to promote the show, which had been on a two year hiatus, a breakthrough campaign targeted towards C-level and senior affiliate executives needed to be created.

### Solution

Fuseideas created a comprehensive, measurable, multi-platform campaign using email, print and interactive to promote "Filhos Do Carnaval" to these affiliate executives. The campaign started with a post card giving them an "alert" which let them know they would be receiving future communications. Subsequent communications were sent via email culminating in an interactive kit being sent to each executive. Each communication was tagged with codes which affiliate executives could redeem on the campaign microsite. This gave us valuable measurement of not only which tactic was working with these senior executives, but which senior executives were most engaged with the campaign. There was a sweepstakes element to the campaign whereby the winner received a local "Filhos Do Carnaval" consumer promotion for one of their affiliate markets.

### Results

This campaign was very successful in generating awareness for the second season of "Filhos Do Carnaval" and also in terms of affiliate executive participation with over 90% of all targets engaging with the campaign at various stages.

Email



Interactive Microsite



Print



Savor Massachusetts Campaign

Challenge

From Cape Cod and the islands to the Berkshire Hills, each Massachusetts region offers the epicurean something unique to savor at every stop. Massachusetts Department of Agricultural Resources wanted to create a brand image for the culinary tourism sites in the area and turned to Fuseideas for the marketing of this brand.

Solution

The multi-faceted campaign for Savor Massachusetts highlights culinary gems in the region and creates a unified brand behind the tourism – to a local farm or vineyard or apple picking in a favorite orchard. Fuseideas created a logo and look and feel for the Savor Massachusetts marketing materials. Direct mail and brochures have been designed and Fuseideas produced a promotional video of Massachusetts mouth-watering options through the state.

Results

The implementation of the Savor Massachusetts advertising brand has been well received and feedback shows that the brand identify is gaining recognition.

# Savor Massachusetts

## Integrated Campaign (Branding, Print, Video)

### Print

*Savor Massachusetts*

From the Berkshires to the tip of Cape Cod, Savor Massachusetts is a culinary must-have resource for food lovers everywhere. Artfully produced and skillfully prepared, Massachusetts offers a rich array of locally grown food by growers, food producers, and chefs. If you have an appetite, Savor Massachusetts is a guide to satisfy even the most discerning palate. With so much culinary diversity to offer, we invite you to Savor Massachusetts. "One Taste at a Time."

**SAVOR**  
MASSACHUSETTS

**SAVOR**  
MASSACHUSETTS  
*One Taste at a Time*

Sponsored by:

Massachusetts Department of Agricultural Resources  
251 Chestnut Street, Suite 500  
Boston, MA 02114  
617-626-1700  
www.mass.gov/massgrow

*From Field to Fork,  
discover the culinary  
delights of Massachusetts*

*It's all here*  
massvacation.com

**S A V O R M A S S A C H U S E T T S**

**Recipe for the Culinary Traveler**  
It is an easy recipe to follow for the culinary traveler. Start with an abundance of regionally grown favorite foods that come from all over the state - from the shores of Cape Cod and the Islands to the picturesque hills of Western Massachusetts. Delight in local products prepared by inspired chefs. Visit a family farm to savor handcrafted cheese and sip local wine. Take some time to celebrate the oyster, or if you prefer, the scallop; perhaps you crave cranberries, or garlic?

**Farm & Culinary Experiences**  
Experience annual farm and culinary festivals that inspire and entice your sense of adventure each year. Step behind-the-scenes at a family farm or meander your way through an ethnic market or food factory. Your food adventure could include a cooking class, brewery tour, lunch at a farm cafe, or a hunt for a unique "foodie souvenir" like handmade chocolates, delicious baked goods, or locally made jams, jellies and preserves. Plan a day of it, or even an entire week. As long as you have a good appetite that includes a craving for local food, you can experience your food bliss right here in Massachusetts!

**Log on Today!**  
Log on to [www.mass.gov/massgrow](http://www.mass.gov/massgrow) and click on Savor Massachusetts - a feast for all of your senses! Additional culinary tourism resources include:

- Behind-the-Scenes Farm Tours
- Brewery Tours
- Culinary Education
- Culinary Events and Farm Festivals
- Ethnic Markets and Food Production Tours
- Farms with Restaurants and Cafes
- Wine and Cheese Trails
- Winery Tours
- And Much More ...

### Video



(1 of 4)



(2 of 4)



(3 of 4)



(4 of 4)

Video/Photo Shoot



Brand Identity



## Commonwealth Quality Campaign

### Challenge

Commonwealth Quality is a new program from the Massachusetts Department of Agricultural Resources. The program was created to help Massachusetts agricultural leaders to differentiate the quality of their products. To become part of the Commonwealth Quality program, dairy farmers, forestry groups, aquaculture farmers all need to meet stringent standards that are set to ensure quality.

### Solution

Fuseideas designed the logo for this new program, as well as the website, promotional materials and a video about what the program means for the community. When people see the Commonwealth Quality symbol, they can be assured that they are looking at a product from a producer that has met a fairly long set of top level criteria. From safety, to quality, to being guardians of the environment, the symbol signifies that local products have been grown and produced to the highest standards.

### Results

Implementation of the full program is ongoing, but the internal feedback from the Department of Agriculture and the local farming community had been extremely positive. Commonwealth Quality. Look for it. Count on it. Ask for it. Enjoy it.