

Gotcha!

2010 AAF-Houston ADDY® Awards Show

Traditionally, guests to the annual Houston ADDYs gala could expect the usual themed show—one part entertainment, one part presentation—that dragged on for hours. AAF-Houston wanted to bring new life to this aging platform and sought out a digital agency that could effectively use new media and technologies to boost the buzz-worthiness and relevance of the advertising community's proudest evening.



Numbers

12
weeks

Length of the campaign leading up to the show

4
thousand

Number of page views in almost 900 visits to the Glevol site

205
friends

On Facebook for the fictitious Glevostovich brothers

Challenge

Our challenge could have been very simple—come up with a theme for the show, design some collateral pieces, throw in an interactive element or two, and make it a tolerable, perhaps enjoyable night for the attendees. But because we were the first digital agency to host the awards show, we wanted to up the ante and do something completely unexpected. Something different, risky and entertaining—we let someone else do it.

Solution

Since almost every agency in town was feeling the burn of the recession, we decided to give the ad community a common enemy to rally against—our fake agency, Glevol! Glevol! was the new agency in town that had taken on host responsibilities for the 2010 ADDYs. Run by brothers Ricky and Stacy Glevostovich, Glevol! was the embodiment of bad advertising and crappy bosses. Ricky was the slick, larger-than-life Owner, Stacy was the slow, larger-in-size Creative Director.

complex.simple
technology.solution

Highlight



Polly

Since Idea is a digital agency, it seemed fitting that we should include some interactivity in the event. Enter **Polly**—our custom-designed Twitter app that let ADDY guests post Tweets in real-time on two behemoth screens at the show. It was rather nice to see large tables of adults giggling and pointing like small children when they saw their Tweets up on screen.

Services

- Brand Experience & Design
- Visual, Video & Motion Design
- Product Launches / Promotions & Services Marketing
- Social Media
- Mobile

To push the gag, we hired two local actors, Lee Nichols and Damon Rexroad, to portray Ricky and Stacy Glevostovich. We wrote, directed and shot a “Glevo! Mockumentary,” to show Glevo! in their office, and then sent the actors to a mixer where local agencies came to mingle and pick up their award entry packets.

To add even more credibility, we created Facebook and Twitter accounts for both Stacy and Ricky. Using HootSuite, we automated random, silly and often offensive Tweets. Leaders in the ad community were specifically targeted and goaded online by Ricky.

Ricky and Stacy emceed the ADDYs show, billed as the “Mega Success Seminar, powered by Glevo!” and Ricky taught everyone in the audience how to be ‘Money Tigers.’

We created all the necessary pieces for the ADDYs—posters, invitations, call-to-entries and landing pages—in the classic Glevo! style, bad. Everything Glevo! produced was carefully and skillfully art directed and written as poorly as possible.

Results

The 2010 ADDYs was the most talked about ADDYs to date. Long before the show started, people throughout the Houston ad community were talking about this “Glevo! place” and that “Ricky” character. Entries were up from the previous year and the show was one of the most well attended shows in ADDY history.

More importantly, the Glevo! concept was the perfect antidote to the economic malaise that had settled over the Houston ad community. It shook people out of their doldrums, and made us all take a step back and laugh at ourselves. People from agencies all over Houston agreed that Idea raised the bar for creativity with the Glevo! concept. That meant a lot to us.

Read the article

www.ideaii.com/play/fake-ad-agency-turns-this-years-addys-upside-down

Watch the interviews

www.youtube.com/watch?v=CIB1JSnsN_s

See the photos

tomanimagery.smugmug.com/Events/2010-Addy-Awards-Gala/

Watch the Glevo! “mockumentary”

www.youtube.com/watch?v=n7LGhCBgACw

Visit the Glevo! website

www.glevo.net

Read the Facebook banter

facebook.com/rickyglevo
facebook.com/stacyglevo