

## The Brief

👤 Lynx wanted to create a 'buzz' around the launch of their new product; Lynx Apollo

👤 The target audience were given the opportunity to register for the **Lynx Space Academy** and were then in with a chance of winning a trip to space!

👤 Buzz Aldrin was also on hand to explain the campaign in more detail

👤 The entire campaign "*blasted off*" at 9pm on Thursday 10th of September across TV, Digital and Mobile. **Media Meshing** at its most powerful!

## The Solution

**Direct Messaging:** Thanks to our intelligent targeting capabilities we easily identified the Lynx target audience which included 18-34 year old male Smartphone users.

We sent them an SMS and an MMS with a link to both the Space Academy landing page and to a video of Buzz Aldrin talking about the trip.

## The Results

👤 **Twice the engagement level of industry average!**

*"We wanted people to feel the full launch impact of the Lynx campaign instantaneously and partnering with O2 Media enabled us to do this."*

*To that end we combined a cross station TV takeover with **O2 Media's Direct Messaging** solution; giving Lynx full ownership of the most important video platforms at that moment. This created the buzz and excitement that is so important for the success of a massive launch like this."*

**Maeve O'Gorman,**  
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