

Webtel.mobi Challenge Brief

Webtel.mobi pushes the limits of communication through innovative service and technology. Now Webtel.mobi is pushing the boundaries of human ability in order to achieve the seemingly impossible.

On November 25, the Webtel.mobi Intercontinental Challenge positioned Yves Rossy to be the first man to cross the North Atlantic Ocean between Africa and Europe using Jet-powered wings. Heavy clouds and wind conspired to create impassable turbulence, and Rossy was forced to ditch his wings and save himself.

Webtel.mobi believes that almost any barrier— no matter how difficult or impossible it seems — can be successfully overcome with focus, determination, and the pursuit of personal excellence. Be assured that there will be another attempt at the North Atlantic Crossing!

What is Webtel.mobi?

Webtel.mobi is a global Specialized Mobile Provider, which provides mobile calling and texting services worldwide at very large discounts on standard mobile calling and texting costs – connecting the world in a new and innovative way.

Webtel.mobi has the largest geographic coverage of any single mobile provider in the world, and it provides a service, which is:

Webtel.mobi is not a VoIP-over-mobile service. Webtel.mobi doesn't incur expensive "data-transfer costs" for users.

With Webtel.mobi, you can call others using the phone you have now, with the number you have now- to your friends current phones & numbers.

Your Mission

Produce a Viral Hit

We are looking to you, creatives, to make viral videos and prints that use footage from the Challenge in order to illustrate the innovative way in which Webtel.mobi connects its customers and/or to illustrate Webtel.mobi's commitment to pushing the limits of human endeavor in order to achieve the impossible!

Incredible and surprising acts of human endeavor have often led to viral video hits - you only have to think about the lecture that Randy Pauch gave soon before he died, on the subject of achieving your childhood dreams, or Susan Boyle's appearance on Britain's Got Talent.

We invite entrants to go the extra mile as they create a piece of content so extremely funny/moving/surprising/inspirational that viewers feel compelled to pass it on.

To enter the contest you must incorporate some footage from the Webtel.mobi Challenge into your ad.

Still images and video footage are available from the Webtel.mobi Challenge website. You can download still images here:

http://challenge.webtel.mobi/english/Photos_Images.html

And video footage here:

<http://dl.dropbox.com/u/3029073/Webtel%20video/Webtel%20video.zip>

For background on Webtel.mobi's brand values and service, check out the Webtel.mobi website:

<http://www.webtel.mobi/pc/index.html>

for background on the Webtel.mobi Intercontinental Challenge, go the the Challenge website :

<http://challenge.webtel.mobi/english/index.html>

To understand Webtel.mobi's company philosophy, and their perspective on the Challenge, see the statement from Webtel.mobi CEO Stuart Sterzel

<http://www.marketwire.com/press-release/WebtelMobi-Limited-1086366.html>

Tips on Going Viral

Choose appropriate viral triggers.

Once you've got an understanding of what makes your audience tick, you'll be better placed to identify the viral triggers most likely to hit your target audience's sweet spot. A "viral trigger" is the aspect of a video that turns a passive viewer into a viral vector, someone who shares the content as well as just consuming it.

Lots of the viral triggers will already be on your radar: Funny, Sexy, Random and Surprising are some of the well-established reasons that people pass on videos, though Illuminating, Shocking, Spectacular and Hyper-relevant have the power to activate equally high levels of viral sharing

Turn the volume up to 10.

Once you've decided on your viral triggers, focus on making them as strong as possible. There's no point being quite funny, quite illuminating and quite spectacular. Better to go for one or two triggers and work them to the max, eg if humor is your trigger, you'll need a pay-off that's worthy of a belly laugh.

As a general rule, if your video is to have a chance of viral success, it should be arresting enough to elicit a physical reaction from the viewer (tears, laughter, goose bumps & gasps are all good). If you're not sure how your video rates, then check out the competition.

Your video is competing with up to 1 million daily uploads to video-hosting sites around the world. So your content needs to really stand out in order to get passed on. If you're serious about creating a viral hit, your video will need to be this funny, this spectacular, this illuminating, this random, this inspirational (you get the point!) if you want to be up there with the best of them.

Is there anything that must be in the ads?

Yes.

You must incorporate video or still footage from the Webtel.mobi Intercontinental Challenge.

Remember: Please always refer to "Webtel.mobi" ("Webtel dot mobi") and not "Webtel". And beware! Webtel.mobi is not a VoIP provider. It's a Specialized Mobile Provider, so any entries that show that it is VoIP won't be eligible for the contest and will seriously damage your chance of success.

	Video			Print	
Webtel Awards	1st	\$ 15,000	Webtel Awards	1st	\$ 1,000
	2nd	\$ 5,000		2nd	\$ 500
	3rd	\$ 3,000		3rd	\$ 200
	4th	\$ 1,000			
	5th	\$ 800			
Zooppa Award	1st	\$ 800	Zooppa Award	1st	\$ 200
Community	1st	\$ 700	Community	1st	\$ 200
	2nd	\$ 400		2nd	\$ 100
	3rd	\$ 300		3rd	\$ 75
	4th	\$ 200		4th	\$ 50
	5th	\$ 100		5th	\$ 50
	6th	\$ 100			
	7th	\$ 75			
	8th	\$ 50			
	9th	\$ 50			
	10th	\$ 50			