

Patagonia Shows “Music in Motion” with Interactive Mobile Video Campaign

GOAL

Drive app downloads and iTunes sales from the Patagonia Music Collective with a new mobile video campaign.



SUMMARY

- **Interactive Video:** Patagonia combined rich media units with a new interactive mobile video ad featuring a song from popular artist Medeski Martin & Wood. The song was part of the new volume from the Patagonia Music Collective, and was available to purchase from iTunes. As the video was playing, three interactive buttons were overlaid on the screen – “Download,” “Buy” and “Replay.”
- **Consumer Engagement:** The interactive buttons selected by Patagonia drove specific actions that best achieved their campaign objectives. The “Download” button let consumers download the official Patagonia Music App, the “Buy” button allowed them to buy a song directly from iTunes and the “Replay” button allowed users to restart the video.
- **Environmentally Focused:** The songs available to purchase from iTunes were exclusive to the Patagonia Music Collective, and all proceeds went to environmental groups of the artist’s choice. The campaign also placed a specific focus on reaching eco-friendly consumers across the Millennial Media network.

“Implementing video helped us immediately grab the attention of our target consumer, and the interactive nature of the unit let us achieve our desired end result of driving app downloads and direct song purchases.”

~ Christina Speed, Marketing Director, Patagonia