

1&2. AKQA's new integrated campaign for Yell.com sees the installation of interactive information screens in bus shelters. Users can look for details of local services and get a feel for using Yell.com's services whilst out and about.

3. One of 25 London buses kitted out with an LED screen incorporated into the advertising on the side. This is linked up with GPS which means that as it trundles down London's Charing Cross Road, it can display a relevant service one might find in the area, such as

second hand bookshops. 4. Print ad from the campaign which was handled in its entirety by AKQA, who created online ads, TV idents and cinema ads, as well as the less traditional aspects of the campaign



#### Results For Real Life facts

Lead agency: AKQA  
 Creative director: Daniel Bonner  
 Art director: James Capp  
 Copywriter: Phil Wilce  
 Designers: Dan Wright, Chris Williams  
 Director: Ben Gregor  
 Media agency: PHD Media  
 Media planner: Jo Williams  
 GPS bus ads: Viacom  
 Interactive bus shelters: JCDecaux  
 Exposure: National TV, Cinema, Online, Press, Poster, digital outdoor

## We Took Yell.com to the streets of London, Manchester, Glasgow...

AKQA's new integrated campaign for Yell.com sees geographically relevant ads on the sides of buses, helpfully interactive bus stops full of local info and, wait for it, useful online ads...



We are all used to seeing advertising on the sides of buses. However, digital specialists AKQA have taken advantage of LED screen technology to help bring a new integrated campaign for Yell.com quite literally on to the streets. In London, 25 buses have been fitted with a special Global Positioning System (GPS) that will ensure information pertinent to the particular locality of each bus at any one time is displayed on the LED screens on its side, thus introducing constantly updating, location-relevant advertising. So, as a bus drives down Oxford Street the ad might read "Department Stores > on Oxford Street". Or it might suggest a good place to eat in the area.

"What is genuinely exciting and innovative about this work," enthuses AKQA's Daniel Bonner, "is the fact that AKQA are using creativity, new technology, and insight to engage and interact with consumers via a campaign that can actually bring alive the promise of the new strapline – Results for real life."

AKQA worked in collaboration with

media agency PHD on the media strategy for the campaign – of which the bus screens are just the tip of the proverbial iceberg. The campaign as a whole is designed to show off the usefulness of Yell.com.

"Local knowledge is the core theme of the six-month campaign," explains Bonner, "so we were looking at ways to effectively promote the benefits of using Yell.com's online directory service." AKQA also created bus shelter ads to appear in 20 locations across four cities – London, Birmingham, Manchester and Glasgow – each containing unique local information that is accessible via interactive screens. The ads display a map of where you/the bus stop are and in the centre is an interactive screen on which you can search for local businesses within walking distance of the bus stop. Different businesses are searchable depending on whether it is day or night. For example, during the day you can look for cafés, shopping, book shops and health clubs while late evening and during the night you can

search for information about bars, clubs, restaurants and hotels.

The agency also created online "rich media" ads that allow readers to search Yell.com directly through the online placements without having to open a new browser window and go to the full site. However, AKQA's involvement in the campaign wasn't simply to tie up the digital and interactive elements. The agency has also produced CCTV style videos to play on Transvision screens at high-traffic railway stations nationwide. The films will show everyday situations, filmed on the concourses of the stations, that demonstrate the usefulness of being able to look up hotels to stay at or places to celebrate with friends. TV idents and cinema ads by AKQA will also roll out over the next month. 