WOULD YOU RATHER?

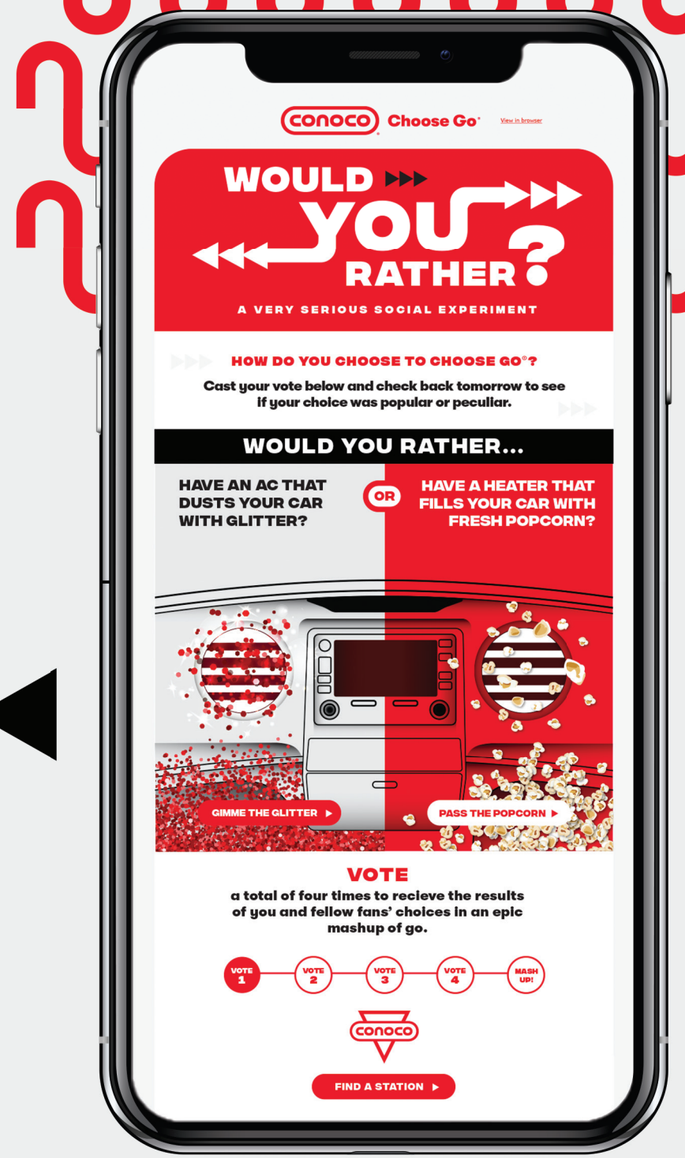
A Very Serious CONOCO Choose Go® Social Experiment

Challenge

How do you disrupt a cluttered, low-interest medium in a way that encourages people to engage with the Conoco brand and ultimately, **Choose Go?®**

Solution

Create a way for users to interact within an email, then wrap it in a simple, un-ignorable construct that asked them to choose from two ridiculous scenarios. This series of emails was designed to keep interest through daily engagements ending with a final mash-up of all the most popular choices.



email 1

81% chose popcorn

conoco Choose Go° View in browser

WOULD YOU RATHER?

A VERY SERIOUS SOCIAL EXPERIMENT

THE RESULTS ARE IN, AND POPCORN IS OUT.



81%

POP MY RIDE.

Most said you'd prefer a popcorn-filled car to one heavily dusted in glitter.

Looks like the kernel crunchers won this round.

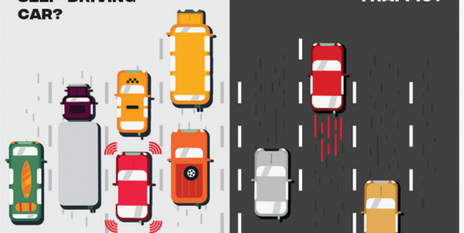
QUESTION #2

WOULD YOU RATHER...

ALWAYS HIT TRAFFIC IN A SELF-DRIVING CAR?

OR

DRIVE YOURSELF AND NEVER HIT TRAFFIC?



SELF-DRIVE MY RIDE ▶

GOODBYE, GRIDLOCK ▶

Don't want the fun to end?

Participate in today's poll to receive another tomorrow.

email 2

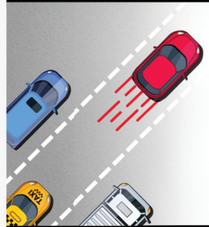
97% never hit traffic

conoco Choose Go° View in browser

WOULD YOU RATHER?

A VERY SERIOUS SOCIAL EXPERIMENT

THE RESULTS ARE IN, AND SELF-DRIVING IS OUT.



97%

MORE TRAVEL. LESS TRAFFIC.

Most said you'd rather travel without traffic than travel without driving.

Looks like you won't be riding shotgun in your own ride.

QUESTION #3

WOULD YOU RATHER...

HAVE A RADIO THAT ONLY PLAYS ADVANCED PHYSICS PODCASTS?*

OR

HAVE A RADIO THAT ONLY PLAYS VARIOUS RENDITIONS OF "BABY SHARK?"*



KNOWLEDGE IS POWER ▶

THE FINS WIN ▶

*YOU CANNOT TURN DOWN THE VOLUME OF EITHER CHOICE.

Don't want the fun to end?

Participate in today's poll to receive another tomorrow.

email 3

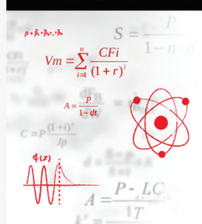
60% chose physics

conoco Choose Go° View in browser

WOULD YOU RATHER?

A VERY SERIOUS SOCIAL EXPERIMENT

THE RESULTS ARE IN, AND SHARKS ARE OUT.



60%

BABY SHARK, BYE.

Most said you'd pick the advanced physics podcasts.

Looks like E=mc2 > Baby Shark.

QUESTION #4

WOULD YOU RATHER...

HAVE AN OLD CAR THAT HAS THE "NEW CAR" SMELL?

OR

HAVE A NEW CAR THAT HAS THE "GYM BAG" SMELL?



OLD BUT FRESH ▶

SLEEK BUT SMELLY ▶

Don't want the fun to end?

Participate in today's poll to receive the results tomorrow.

email 4

72% chose a fresh, old car



email 5

total results



ENGAGEMENT RESULTS

23% OVER OPEN RATE BENCHMARK OF 7%

66% OVER C.T.O.R. BENCHMARK OF 12%

ENGAGEMENT SUMMARY

