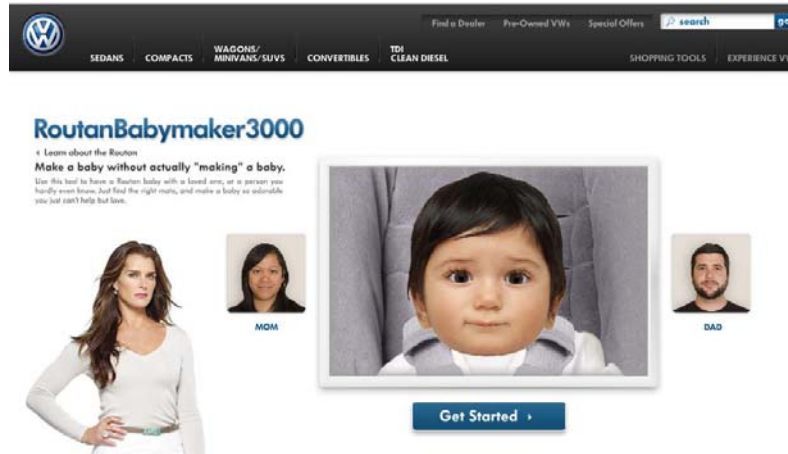


Viral Campaign Case Study: Volkswagens' Babymaker 3000



Overview

When Crispin Porter + Bogusky began planning a massive integrated campaign for the launch of Volkswagens' new Routan minivan, they turned to Oddcast technology for the interactive component. The campaign features Brooke Shields in a number of fake public service announcements cautioning prospective parents against having children to justify purchasing a Routan. Television spots, display ads, and print advertising all drove consumers to the Routan site featuring the [Babymaker 3000](#), which allowed users to create virtual babies with "loved ones or a person [they] hardly even know."

The Sum is Greater than the Parts

A great but poorly-executed concept will almost always fail, and even the most innovative technology won't carry a campaign that lacks a strong creative center. CP+B's campaign for the Routan is brilliant, and the *Babymaker 3000* is a perfect example of what can happen when excellent concepts are brought to life with the best in cutting edge technology. In this case, our [3D PhotoFace](#) and [Character Morph](#) were combined to create a photo-realistic baby from the two parents' photos. Users could pull in images via an integrated web based image search— increasing interaction rates by keeping users immersed in the experience – and a version of the application was created for Facebook that allows users to make babies with their friends without leaving the social network. The fantastic critical and popular response to this campaign is the sum of a great idea and compelling technological implementation: it took both together to capture the audience.

Performance Metrics

- **2.8 million** users have made virtual babies.
- More than **3.5 million** users have interacted with a "virtual baby" posted to a blog, personal site, or social network.
- **61%** of visitors to the *Babymaker3000* section of the site went on to create their own virtual baby.
- Users spend an average of **6:39 minutes** interacting with the *Babymaker3000*.