

# XBOX - Lips Number One Hits

Grabbing attention through innovative use of radio



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**60%**

## The Challenge

The music games marketplace is a very closely fought territory, and Xbox had to find a way to ensure that the launch of “Lips – Number One Hits” would cut through to consumers. The concept of the game was unique – collaborative rather than competitive - and the brand decided to use this point of distinction to bring the game to life for potential buyers. “ The Sing With Lips partnership Disney, Product Marketing Manager, Microsoft Limited.

## Why radio?

Gamers are in the heartland of the commercial radio audience of course but, more importantly, the audio medium of radio allowed the brand to dramatise the way the singing game worked. Global Radio created a bespoke campaign based on a “karaoke mashup” treatment of Lily Allen’s hit song The Fear, which could be extended into other platforms.

## Implementation

Global Radio produced a nationwide “Lips Tour” featuring booths where

consumers could try out the game on camera, then their footage could be accessed online and mashed up with other performances including Lily Allen’s. All the different versions were mixed down into a massive mashup where all the individual performances were featured as parts of a mosaic effect, and this was shown on TV, online and in mobile apps.

## Results

Levels of engagement were high, as witnessed by the 2000+ videos made by consumers, but sales were the key factor: the launch sales target was exceeded by nearly 60% in a highly competitive market, made all the more challenging by the pre- Christmas timing.

## Radiocentre Comment

An exemplary use of innovative branded content: this case study shows real thinking about how games take off and how radio can play the maximum effective role in the mix.