



Search



Sign in

Tweet

Introducing Twitter #CreativeFavorites: Honoring @BBDONY for #lowesfixinsix

Tuesday, June 11, 2013 | By Christine Cuoco (@christinecuoco), Brand & Agency Strategy [02:59 UTC]

We are thrilled to announce the launch of Twitter #CreativeFavorites, a new program to honor great creative work done by advertising agencies on Twitter.

We'll regularly feature innovative campaigns and the creative agency teams behind them here on the Twitter Advertising blog. We encourage you to help us identify the best candidates and [submit Twitter campaigns](#) that deserve to be honored.

The summary (in 140 characters or less)

Our first Twitter #CreativeFavorites honor goes to @BBDONY for their #lowesfixinsix campaign, a series of useful Vine videos for @Lowe's.



More tips, tools & best practices


business.twitter.com

Ready to advertise on Twitter?

Let's go!

Already advertising? [Log in to TwitterAds](#)

Tweets Follow



Advertising

Twitter Advertising 1h

@TwitterAds

Free at 1pm ET today? Our

@sminero will be sharing #SocialVid insights, tips and examples at this webinar. Join us! twitter.com/Spredfast/stat...

Expand



Twitter Advertising
@TwitterAds

10 Nov

Thanks for joining #TwitterHosts: Dining! Hungry for more insights? Keep an eye on our blog. blog.twitter.com/advertising

Expand



Twitter Advertising
@TwitterAds

10 Nov

Tweet to @TwitterAds

Recent

Popular

- trends (1)
- breaking news (2)
- commerce (3)
- charity (1)
- MoPub (6)
- movies (2)
- guest posts (1)
- advertising (21)
- holiday (5)

Show more tags

The brand

Consumers look to home improvement giant @Lowe's for how-to help on projects big and small. Social media has allowed @Lowe's to help simplify home improvement through content tailored to fans across platforms (Twitter, Facebook, Pinterest, and YouTube).

The agency

The @BBDONY production team had been experimenting with Vine in-house before approaching @Lowe's with the idea for the #lowesfixinsix series. "This project was an example of 'agency as workshop.' Knowledge of the app made it easier for us to concept and produce the work for @Lowe's," says Dave Delfo (@davedelfo).

Year	Month
2015 (84)	Jan (3)
2014 (73)	Feb (6)
2013 (100)	Mar (9)
2012 (37)	Apr (6)

produce the work for @Lowes, says Dave Rolfe (@daverolfe), Director of Integrated Production at @BBDONY. “Sometimes, innovation can lead to ideation.” @BBDONY’s eagerness to hone Vine expertise allowed @Lowes to be first to market with a sustainable, replicable strategy for Vine.

To pull off a major campaign with a new platform, the @BBDONY team had to move beyond their typical job functions. “Everyone was hands-on and it took all of us coming together and pulling it off as a group rather than playing traditional individual roles,” says Dominick Baccollo, (@domcollo), Creative Director at @BBDONY.

The strategy

The team at @BBDONY had seen a lot of creative executions on Vine, but whimsical storytelling alone wouldn’t serve @Lowe’s mission to “never stop improving.” Bob Estrada (@pandafix), VP at @BBDONY and Digital Lead for @Lowes: “ We didn’t want to join in without bringing a strong idea that added value for both the consumer and the brand.” The team created #lowesfixinsix as a campaignable idea that paired entertainment value with useful advice.

The creative

The team at @BBDONY created playful Vine posts that not only entertain but also teach: Each video offers a simple six-second fix for a common household issue.

2011 (9)

2010 (4)

May (3)

Jun (15)

Jul (13)

Aug (6)

Sep (9)

Oct (12)

Nov (2)

@BBDONY needed to be nimble to produce quality content quickly and keep costs low. To do this, they approached fashion photographer Meagan Cignoli (@meagancignoli) to direct the videos. Cignoli has quickly made a name for herself in the emerging Vine scene, creating [her own fanciful videos](#) and directing for brands like @Lowe's and others.

Working within the constraints of the Vine platform proved to be a learning experience. "At first, six seconds seems quite limiting," explains Wil Boudreau (@wilfridboudreau), Executive Creative Director at @BBDONY "But when you have parameters, you need to be more creative to tell your story."

The results

@BBDONY and @Lowe's are pleased with the outcome of [#lowesfixinsix](#). The advertising press has heralded the series as an excellent example of successful Vine marketing. And more importantly, the content has drawn praise from consumers.



Michelle Schenker

@CSM_Michelle

2 May 13

@Texasadie, @SwissAlex, @djwaldow, @MarketingProfs
- check it out!! adage.com/article/digita... #vinelove



DJ Waldow

@djwaldow

Follow

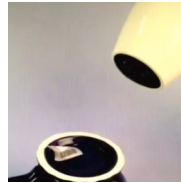
BRILLIANT use of #Vine by @lowes:
adage.com/article/digita... - h/t @CSM_Michelle cc
@NickWestergaard, @chrisbrogan, @jaybaer

1:56 PM - 2 May 2013

AdAge **Ad Age**

Lowe's Embraces Six-Second Vine Videos for Spring Campaign

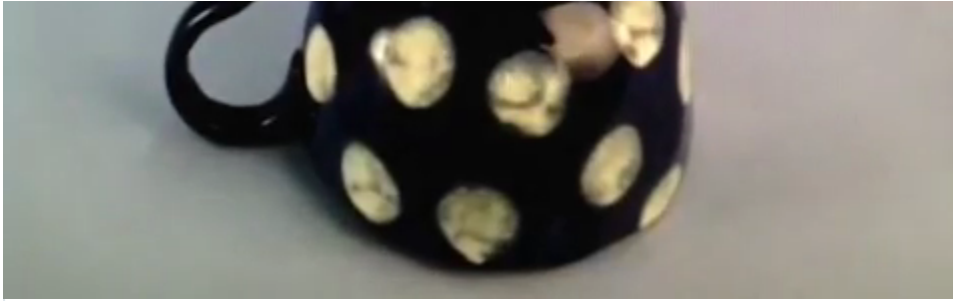
Plenty of marketers are experimenting with Vine, but few have found ways to truly add value to the 6-second video platform for consumers. Lowe's is trying.



[View on web](#)

1





Margarita Noriega

@margarita

Follow

Any sticker peels right off when you use a hair dryer.

#lowesfixinsix #tip #stopmotion

7:17 PM - 17 May 2013

1



Breanna Hughes

@unbelievable

Follow

Finally, a useful use of Vine. RT @AmandaFactorOMG:

You win at Vine, @Lowe's.

mashable.com/2013/04/30/low... #lowesfixinsix

5:53 PM - 30 Apr 2013

 Mashable



Lowe's Gives Home Improvement Tips in 6-Second Vines

By [Mashable](#) @mashable

Can you offer a home improvement tip in 6 seconds? Apparently yes, as Lowe's demonstrates with these Vines. The retailer introduced the following Vines last week. Unlike previous Vines

from brands,...

[View on web](#)

8 4

What's next?

To keep the momentum going, the @BBDONY team has created a bi-weekly production schedule to create new Vine videos. On shoot days, they publish a handful of videos to Vine. Then, over the course of the next two weeks, the team shares each video with their audience via Twitter and amplifies the reach of each one with Promoted Tweets.



Lowe's
@Lowe's

[Follow](#)

Setting tiles? Use pennies as spacers. They're easy to

remove. #IOWESTIXINSIX #VINE

 Promoted by Lowe's

11:16 AM - 6 Jun 2013

12

14

@BBDO NY plans to dive even deeper into Twitter's targeting capabilities to reach @Lowe's audience. "It's about creating work that is relevant, useful and entertaining," explains Francine Li (@francineli), SVP at @BBDO NY and Team Lead for @Lowe's. "Consumer conversations on Twitter reveal so much. We can leverage these insights to create content that is aligned with consumer interests."

Agency credits

- David Lubars, BBDO NY, Chairman/Chief Creative Officer
- Wil Boudreau, BBDO NY, Executive Creative Director, @wilfridboudreau
- Dominick Baccollo, BBDO NY, Creative Director, @domcollo
- Danny Adrain, BBDO NY, Associate Creative Director, Art Director
- Roberto Danino, BBDO NY, Copywriter
- Meagan Cignoli, Director, @meagancignoli
- David Rolfe, BBDO NY, Director of Integrated Production, @daverolfe
- Theresa Reyes, BBDO NY, Producer
- Daniel Murphy, BBDO NY, Interactive Producer
- Michael Gentile, BBDO NY, Assistant Producer
- Francine Li, BBDO NY, SVP, Senior Director, @FrancineLi
- Bob Estrada, BBDO NY, VP, Director, @pandafix

- Marisa Graven, BBDO NY, Account Supervisor
- Nicole Landesman, BBDO NY, Account Executive
- Zach Pentel, BBDO NY, Director, Digital Strategy

Tags: [agencies](#), [CreativeFavorites](#), [success stories](#), and [Vine](#)

[Older post](#)

[Newer post](#)

[Tweet](#)

7

[About](#) [Company](#) [Blog](#) [Help](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#) [Cookies](#) [Ads info](#) [Brand](#)
[Advertise](#) [Businesses](#) [Media](#) [Developers](#)

© 2015 Twitter, Inc.