

Ruelala

Online Video Creative Pitch





Rue La La

The Lineup

1. Caught on Camera
 - The Cocktail Party
 - The Spa
2. Rue La Operator
3. The LA LA
4. Fashion Detective
5. Invite Only
6. Girl, This Clock is SO Ticking

Viral Marketing Campaign Overview

Rue La Operator



Jenn, in a pink trench coat, looks at the camera meaningfully, then walks down the street as the camera follows. She approaches random people and whispers in their ear **"The secret code to Rue La La is Ooh La La."** Each person is asked to repeat it to the camera. Many of them will be confused and say something like, "The secret code to goo la is goo la... la?" This will make a hilarious viral featuring a mixture of responses, including the completely wrong (some people just can't play Telephone to save their lives).

The goal is to get people to try out the passwords they've heard, or think they've heard on the Rue La La site in order to gain membership. At the end of each spot, in pink lettering, the question **"Did you get it? Ruelala.com. Check it out."** directs viewers to the site. A new viral with a different secret code can be released daily, each featuring average people trying to repeat the secret code.

When viewers attempt the secret code on Rue La La.com, they can be directed to a site that says, "Sorry. That code is so yesterday. Please find today's code." This prompts the user to search the internet for the most recent Rue La Operator viral.

This campaign can also travel to different cities using the Spot Runner Shooter Network. If people recognize Jenn and are already Rue La La members, she can give them gift certificates. These events can be intercut with the Rue La Operator viral footage.

The LA LA



Jenn addresses the camera, describing the site. Every time she mentions a designer brand, a graphic of the words "LA LA" pop up over her mouth and a voice says "LA LA!", much like a blooper horn. This spot will feature a quick musical opening and closing filled with an array of fashion stills, much like the log-in page of Rue La La. This spot can also be shot on location in the beautiful, hip apartment featured in the "Invite Only" spot.



Sample script

Hi everyone. Jenn Falik here to give you the low down on Rue La La dot com. For those of you who aren't in the on the la la, let me fill you in on a little secret. Rue La La has designer products at prices you can't afford to miss. The latest sunglasses from French designer "LA LA!", the coolest handbags from Italian "LA LA!", and gorgeous house wares from your high end favorite, "LA LA!" All you have to do is visit Rue La La dot com, and it'll all be yours before you can say Ohh la la. By the way, the password is "LA LA!" But you only have thirty days to sign up. You don't want to be the only one who isn't in the la la, now do you?

Invite Only



In this spot, **Jenn invites shoppers into her home**, just as they will be invited to be members of Rue La La. Sitting inside a very hip and beautiful apartment, Jenn addresses the camera, discussing Rue La La and all its cool value. Jenn highlights the services and advantages of Rue La La membership, chatting with the camera as she would with a group of friends over for cocktails. Lap dog optional. This spot can also be turned into an episode of **CRIBS**. Jenn invites the camera crew inside, showing them around. She says not to go into her office, which of course the camera does. Inside, we get a quick glimpse of a post-it note with the Rue La La password, just as Jenn freaks and boots the crew out of her apartment.

Girl, This Clock is SO Ticking



Addressing the camera, Jenn flips a large egg timer filled with pink sand and sets it beside her with purpose. Talking as quickly as she can, she explains that for the next thirty days only, people can sign up to be members of Rue La La. She tries to get all the information about Rue La La out before the last grain of pink sand falls. When the timer runs out, the spot cuts as Jenn is in mid-sentence, just as she's about to give the password.