Background
Oracle runs out of home at a lot of competitors’ conferences, but that usually goes no further than taxi tops, wrapped cars or billboards. Oracle needed something bigger than that for the HP Discover Conference that was taking on a life of its own among the IT community. We wanted to show consumers that when they used HP, they were spending their hard-earned cash on a clunker.

The ad headline was “Cash For Clunkers” and the body text read: “Trade in that old, slow HP Superdome for 50% off a much faster Sun server.”

Objective
One of Oracle’s most widely celebrated ads was “Cash for Clunkers” telling IT professionals to “trade in that old, slow HP Superdome for 50% off a much faster Sun server.” We wanted to bring that ad to life and co-opt a competitor’s message in its own environment at the HP Discover Conference.

Strategy
We built the first “Cash for Clunkers” glass mobile truck housing three model HP servers, an industrial waste can and computer-related garbage. The truck drove around Las Vegas on predetermined routes to catch the eyes of the HP Discover attendees and create chatter. This would be the first execution by Oracle of its size to get in a competitor’s face to show what Oracle has to offer.

Plan Details
Markets: Las Vegas
Flighting Dates: June 6-10, 2011
Out of Home Formats Used: Mobile truck
Budget: $100,000 and over

Results
The mobile glass truck generated immense buzz in the press and got the attendees excited and talking about the truck on Twitter and Facebook.

Photos were taken and posted directly onto Facebook and Tweeter during the times when the truck was on the streets. In addition, the Tweeter messages got re-Tweeted and viewed by hundreds more.

The mobile glass truck drove from Las Vegas to Santa Clara, CA to be seen by hundreds at the Oracle headquarters.

While gaining numerous postings on Facebook and Tweeter and reposts, this campaign generated the buzz Oracle was looking for both in Las Vegas and around the country.