

## Jun-Jul 2012 first runner up Beat Suite

**Client:** Red Bull

**Creative Agency:**

WHYBIN\TBWA\TEQUILA

**Industry:** Entertainment

**Campaign overview**

[www.awardlook.com/creatives/howcase/redbull/beatsuite](http://www.awardlook.com/creatives/howcase/redbull/beatsuite)

### Campaign Information

WHYBIN\TBWA\TEQUILA created the Red Bull Beat Suite - a live mix tape style of concert, breaking down the boundaries between different music genres and mashing them all together for a one off event. Social media was also integrated and Beat Suite Tweets was designed – a website that takes your personal, 140 character long tweets and turns them into beats.

Using HTML 5 algorithms, the website examined every tweet and based on the sentiment, an appropriate Beat Suite sample translates the tweet into unique beats. With the use of over a dozen hash tags, users could also influence the beat such as #bass, #noise, #violin or #dubstep. Every beat can then be shared via Facebook, Twitter and SoundCloud.

In just 8 weeks, 'Beat Suite Tweets' had almost 80,000 page visits from 100 countries spending an average of more than five minutes generating and sharing their beats. The one-off concert in Melbourne, Australia has since been heard in 1,260 cities around the globe.

### Judge's Comment

Beat Suite is a class act from start to finish. The creative idea of setting tweets to music is inspired and experiencing the tech is playful & fun - everything digital engagement should be. Best of all, it pulls off a near miracle - it makes tweets interesting!

