

A CASE STUDY

WACOM: POWER OF THE PENS BUILDING A COMMUNITY

Wacom —Power of the Pens, Building a Community

Wacom products have become such an essential tool to digital artists. The company bridges the gap between fine arts and today's digital workflow. So much so, in fact, that even those who haven't used a Wacom product know the brand by name. For the Power of the Pens Campaign, we wanted to share that connection of experienced and new artists. We wanted to turn brand awareness into full-fledged adoption. We did this by bringing in a group of experienced artists and asking them to document their creative process, and ultimately, share some final work.

We really wanted the participants to express themselves freely, so we tried to keep the creative brief open. Restricting artists never leads to great work. The only direction we gave was in choosing artists who represented 12 different areas of

POWER
OF THE
PENS

12 days - a Year of Design
This is the story of 12 leading artists each tasked with creating a piece of calendar art in their own unique style. Meet the artists, explore their work, and watch them create digital magic. For the next 12 days, a new work by one of the artists will be revealed highlighting the process and experience of its creation.

wacom

01
Graffiti Artist
Dana Wouffe
Converse
[art.the.story](#)

02
Animator
World Leaders
Entertainment
[art.the.story](#)

03
Flash Designer
Jill Brufen
JillBrufen.com
[art.the.story](#)

04
Poster Designer
Cassy Burns
Illustration and Design
[art.the.story](#)

05
Illustrator
Tatli Quackenbush
ARDI
[art.the.story](#)

06
Photographer
Jack Davis
How to Wow Inc.
[art.the.story](#)

07
Air Brush Artist
Tim Oakley
Oakley Design
[art.the.story](#)

08
Cut & Paste
Tim May
Curiosity
[art.the.story](#)

09
Graphic Artist
Joshua Berger
Pisum
[art.the.story](#)

10
Apparel
Zach Johnson
Tank Theory
[art.the.story](#)

Motionographer
Jesse Hollis
Art Institute of Portland
[art.the.story](#)

Toy Designer
Derek Welch
UNIK
[art.the.story](#)

Email Sign Up

Get artist information and progress reports sent to your inbox. An email a day for the 12 days of our project. Maybe the only ones you'll actually want to read.

Name

Email address

SUBMIT

And the winner is...

Mr Donaldis by Ricardo Poirago. His digital talents, and your votes have won him our newest **Circle 12000**, allowing Ricardo Poirago to experience all the advantages of working directly on the screen.

[CHECK OUT THE WINNING PIECE](#)

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Home page

expertise that we knew would produce visually interesting work: Graffiti, animation, flash, poster art, illustration, photography, air brush, graphic design, apparel, motionography, toy design and Portland's Cut & Paste winner (a Wacom-focused art event).

To help focus the campaign, give it consumer relevancy and create a sense of time, we formatted the campaign around a wallpaper calendar. Each artist was tasked to create a month for the calendar, using their specific talent. As predicted through our strategic selection, the body of work produced was extremely diverse, and all produced using Wacom technology.

“THE BEAUTY HERE, IS THAT THE LOGO GETS PLACED ON SOMEONE’S DESKTOP FOR A YEAR LONG EXPOSURE”

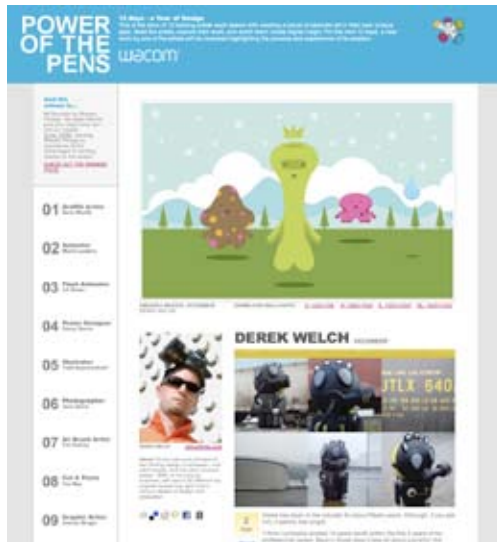
On top of the campaign highlighting the artistic potential Wacom offers, and pushing the connection to the artist community, we wanted it to help increase direct sales through Wacom's e-store. To do this, we not only shared the 12 pieces of fresh art, and the thought process behind it, but also the making of the art and the tools used. This allowed us to work the product in for each artist without seeming pushy, but rather informative and helpful.



Email

We called it the designer toolbox, and it worked out really nicely, highlighting a wide array of products from multiple pens and pen tips, to onscreen tablets and special edition tablets. The varied products in each artist's designer toolbox, and the soft sell they created, allowed us to send 12 consecutive emails (a non-standard practice) without losing the interest of recipients. Instead of consumers receiving product heavy calls to action, which can feel overwhelming during the holiday email push, they were receiving interesting content with tantalizing artwork. This artwork drove to the site where the wallpaper calendar resided.

Again, the marketing was very subtle with the wallpaper highlighting the art, and only allowing a small Wacom logo to reside next to the calendar in the upper right. The beauty here, is that the logo gets placed on someone's desktop for a year long exposure. People actually choose to look at it and become evangelists.



Artist detail page



Artist detail page

The site produced a real community, spurred on by a glimpse at the professional artists, their process, their work environments and, perhaps most of all, by a user-generated upload area for independently created digital art. Building the artist profiles in a blog allowed for the community to offer numerous comments. To wrap up the campaign, the user-generated piece with the most votes was selected to win one of Wacom's new Cintiq12WX's. We took our thinking beyond this holiday campaign, with the idea of a continued community built from the ground up for Wacom's impassioned artistic followers.

Utilizing the power of Wacom's house list, we were able to promote the campaign site to a list of over 200,000 Wacom News subscribers. This list included all opt-ins who wished to receive information from Wacom (newsletters, product updates, etc..). To help market the campaign, we used a small PR push from Wacom's internal team and a banner ad placed on Wacom America's main home page. Marketing was limited because the concept behind the site was to have the creative community do the

promotion for us by uploading their art and communicating to their audiences that they want to win a new Wacom Product. The hope, and these days its a good bet, was that members of this community would have blogs or some other communication methods to

“AT THE END OF THE 14 DAY CAMPAIGN, OVER 61,000 UNIQUE VISITORS FROM ALL OVER THE WORLD HAD COME TO THE SITE”

help draw people to the site. That means free advertising from artists embracing the site and encouraging folks to vote for their work on their blogs and various message boards. The goal was to have the campaign be entirely organic with no internal message board or blog seeding, really making it all about the artists and the work.



Artist detail page



Winning gallery art

At the end of the 14 day campaign, over 61,000 unique visitors from all over the world had come to the site, over 2,000 user generated images were uploaded, over 150 comments were left for the 12 Wacom artists and their art and Wacom added over 2,000 new subscribers to their house list. A success? We think so.

That's the Power of the Pens.