

Chinese whispers^o DDB China Group

Tribal DDB Shanghai wins Bronze LongXi for Cheeky Yahoo Translation Banner Ad



Yahoo China recently launched a new translation software. The super easy to use and friendly operation system needed to make an impact in the crowded translation tool market. Tribal DDB Shanghai, part of DDB China Group, was called to create an exciting online way of publicizing the system.

The Challenge

We wanted to play on the fact that Yahoo's Leyi translation tool just needs a simple click to provide quick and efficient translation. We wanted to attract as many people as possible to download and use it.

The Idea and Execution

The Chinese word “翻” has a double meaning: one is “translate” and one is “turn over”. Our tongue in cheek mini skirt on Yahoo China's homepage encouraged visitors to click in order to “turn over” the skirt and peer inside.

Luckily visitors are curious and a bit naughty too...By clicking on the skirt, the English translation was revealed thus showing them how easy the translation tool is. Watch a demonstration [here](#).

The naughty team was made up of:
Creative Director: William Chang
Designer: Jay Hsu
Flash Animation: Nemo Li
Copy Writer: Dola Qi

The Results

The Banner was an instant hit and Tribal DDB won a Bronze LongXi Award for best Online Advertising!

It just goes to show that it always pays to be a little curious...

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