

Best Integrated Communications Campaign

2009
Promotion
Marketing
Awards
of Asia



Gold

Campaign: Cornetto Love Sparks
Agency: McCann Erickson Malaysia
Client: Wall's Ice Cream



Bringing 15 million people together through music and love. And Ice Cream.

Brief: In the midst of the Malaysian Ice Cream price wars, staying ahead required the Cornetto brand to maintain a strong emotional connection with its core audience.

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Execution: As young Malaysians are huge fans of Indonesian music, a perfect opportunity arose to express the Cornetto brand as a “conduit between love & music”. “Two Become One” came into being, embodying the campaign in function and emotion. Rising music stars, Gita Gutawa (Indonesia) and Dafi (Malaysia) recorded an exclusive love duet which led to a fully integrated campaign including an SMS contest, an online forum and a radio singing competition, culminating in a live concert with artists and consumers. Overlaying all activities was a strong PR Campaign.

Results: Cornetto enjoyed a 25% increment in sales for YTD Mac/Apr 2008 successfully sparking 15 million young Malaysians



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Silver

Campaign: MILO® ONE VOICE FOR GOLD

Agency: Omniteam, Malaysia

Client: MILO® Brand Team, Malaysia

MILO ONE VOICE FOR GOLD

Kegemilangan Malaysia, Kemenangan Bersama!
国家荣耀，全民胜利!

PERADUAN MILO ONE VOICE FOR GOLD
01/07/08 - 31/08/08

Hadiah Utama / 大奖
RM1,888,888
tunai untuk dimenangi!
现金待赢取!

HADIAH PERTAMA / 首奖 Emas 1kg
1公斤金条

HADIAH KEDUA / 次奖 Emas 500g
500克金条

HADIAH KETIGA / 季军 Emas 250g
250克金条

HADIAH SABTU / 星期六 Emas 50g setiap satu / 每份50克金条

HADIAH MINGGUAN 每周奖励 (9次)
Baucar Emas bernilai **RM500** setiap satu
每份价值RM500金饰礼券 **X18**

Cepat! Dapatkan Borang Penyeriaan anda hari ini!
赶快! 即日就索取您的参赛表格!

Untuk maklumat / 查询: 1300-88-4880

www.milo.com.my

The Milo "ONE VOICE FOR GOLD" campaign was a successful Olympics promotion campaign, encompassing the support of Malaysians for excellence in sportsmanship, which was incorporated in the message of the campaign, MILO "ONE VOICE FOR GOLD"; Malaysia's Excellence, Our Victory.

To reward loyal consumers Milo offered an astounding Prize Bank of RM1,888,888.00 in cash for one Winner, and gold bars as other Prizes. This concept not only generated an overwhelming number of participants, but also sparked considerable nationwide public interest. A Final Challenge was held to determine the Grand Prize winner, which attracted massive media coverage. As one of the first FMCG Companies to ever offer this amount in cash prizes, Omniteam successfully executed one of Milo's most successful campaigns.

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Bronze

Campaign: **Mobi365, Redefining Rural Living in Vietnam through Connectivity**

Agency: **Bates141 Vietnam**

Client: **VMS**



The challenge for MobiFone Vietnam was to capture the largely untapped 72 % of the nation's population in hard to reach and isolated rural areas of Vietnam, helping to redefine the meaning of rural living through connectivity.

However, the key barrier for this market was price, with households earning an average US\$100 per month. Even by creating desirability for the product and service, justifying the outlay was going to be difficult.

The Agency realised they were talking to a mindset rather than a population, one that had always seen mobile phones as a luxury, not a necessity.

This positioning created an opportunity for MobiFone to show how a mobile connection could enhance the day-to-day needs rural Vietnam and demonstrate to consumers a real and relevant benefit along the lines of 'Do more with Mobi365: your tool in life'.

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The creative execution showed how Mobi365 was another tool in a consumer's life, which makes their life easier and more efficient. And to speak to the consumers and not down to them.

The campaign involved: regional TVC, radio, print, outdoor, direct marketing, POSM and retail design, Sales Promotion, PR and finally a roadshow event.

- The TVC showed familiar rural workers overcoming everyday work related dilemmas with speed and efficiency, raising the question 'how did you do that?'.
- Direct marketing tactics were used to drive accessibility and create opportunities for MobiFone to educate the market about the brand and product, included direct trade contact and training, and distribution of consumer information at retail outlets.
- POS was used in retail outlets to increase product familiarity.
- A Promotion generated interest and subscription inquiries.
- A large-scale launch event consisting of musical performances, interactive games and product demonstrations, delivered via a road show of MobiFone caravans,

The 3 month Campaign successfully created a unique relationship with rural consumers by being a part of their lives and available in the places where they worked and congregated.



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Bronze

Campaign: BRAND'S Bird's Nest "Date with Moms"

Agency: Initiative/Y&R

Client: Cerebos Thailand



BRAND'S Bird's Nest (BBN) is a popular health drink in Thailand. The task for the Agency was to increase market share and expand the product category. They decided to use Mother's Day, one of the big gifting seasons in the Country, as the platform for the Promotion.

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BBN needed to be “Top of Mind Brand” offering the “Best Selected Gift for Mum”, to reinforce brand relevancy during the Promotion. The “Date with Mums Event”, during which 500 of mothers and sons/daughters would spend their precious time together at a gala presentation of “Behind the Painting, The Musical” hosted by BBN, and Thematic TVC, with the emotional approach from the insight that whenever you had a pain, your mother was even more painful than you, were synchronized as the whole campaign, supported by various marketing tools.



BBN has achieved impressive business results. Sales increased by +39% and market share further strengthened its leadership position by +5%.