

Best Effective Long Term Marketing Campaign

2009
Promotion
Marketing
Awards
of Asia



Gold

Campaign: Maybank Treats Fair
Agency: Intigus, Malaysia
Client: Malayan Banking Berhad



The credit card market in Malaysia is highly saturated, with many brands fighting for wallet space and transaction frequency. Most credit cards offer very similar product/programmes in terms of quality, features, range and benefits.

Maybank, the number 1 local bank and one of the older banks in Malaysia, was seen as dull and less 'sexy' than its foreign competitors. Maybank needed to set itself apart from other cards, by reinforcing its claim as the one 'who knows you better', defend its customer base against the onslaught from other credit card brands' aggressive recruitment drive and strengthen cardmember loyalty & usage throughout the year.

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The campaign strategy was to create an unforgettable multi-level experience, exclusively for existing & potential Maybank Credit Cardmembers & Merchants.

The Maybank Treats Fair, which started in 2005, was a 4-day exclusive one-stop shopping extravaganza in a carnival atmosphere and which included the following activities:

- Cardmembers collected TreatsPoints for every ringgit spent during the year and spent these TreatsPoints at the Fair, on a number of products offered at reduced prices. Cardmembers could also spin the Wheel of Treats for prizes.
- Special rewards were given to the first 1,000 cardmembers to arrive on the first day.
- Shopping was made easy with on-the-spot redemption using TreatsPoints and EzyPay 0% interest free instalment offering up to 36 months of interest free instalment.
- The Fair generated high volume of traffic which assured merchants strong sales. Cardmembers were also rewarded with up to 5 times extra points when they made purchases at the Fair.
- New cards were issued to new cardmembers in 60 minutes, bundled with free gifts, a new industry standard for fast card approval. New cardmembers could immediately use the card to purchase items at the Fair.
- There were mini concerts by local celebrities to liven up the atmosphere.
- Special auctions were held daily. Cardmembers could bid using their TreatsPoints.



TreatsPoints Auction

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Maybank, has recognised the Maybank Treats Fair as one of their most profitable and outstanding marketing activities, viz

- The A&P budget is now self generating & the event is self-sustaining.
- The event venue, recognised the event as one of their top 10 most frequented activities.
- Other credit card brands have copied the event, but with less impressive results.
- Merchants rush to book spaces for the next year's event before the current one is over.
- The event has broken its own records 5 years in a row, with its 7th edition this year.



60 Minutes Credit Card Approval

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Silver

Campaign: ESPN Star Sports : Learning Ground

Agency: Candid Marketing, India

Client: ESPN Star Sports



ESPN Star Sports: Learning Ground, is an annual, year long School contact program run by ESPN STAR Sports in India.

Learning Ground in a school contact program, which runs through the academic year, came into being with months of meticulous planning and ground work.

While ESPN team worked on the sports led educational content, Agency teams tied together the logistic and demographic details of the schools and target cities.

The challenge was not only to develop effective and useful content, but also to sell this content to the schools. Being a long term marketing exercise, a plan on

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how to establish a good/on-going relation with the school administrative staff needed to be planned.

Activities in the Learning through Sports Programme included:

- Sports Figures Screening. Special video capsules were created by ESPN internationally, in association with prominent academicians and sports personalities, to impart knowledge in an interesting way, explaining difficult concepts simply, using the students' interest in sports.
- Junior NBA / WNBA: A training program conducted by the NBA with the aim of developing a passion for the game of basketball and to make the game fun and rewarding for all participants.
- Junior Premier League. An inter-school football tournament modeled on the world's biggest league.
- Top 16 teams from each city participated in the league. The winners of the city league competed in the nationals in Delhi. 'Player of the tournament' from each city was sent to England to watch a Premier League match LIVE.
- Premier Skills : Train-The-Trainer. An educational and community development program for football coaches initiated by The Premier League in partnership with AIFF and ESPN STAR Sports. The program also provided access to the best of international trainers and the latest techniques, to Indian coaches
- Inter-school Sports quiz, involving non cricket sports such as Soccer, Basketball and Hockey were promoted through inter school tournaments.

Monthly posters and newsletters to both the PTI's as well as the students were sent. Since, children associate themselves with various sports and their heroes. Each month ESPN focused on a new Hero (sports personalities) as 'Heroes Of The Month'. Posters/newsletters of the same were created and disseminated in schools. This medium was also used to announce on-line contests.



The program has been in operation for 4 years and reaches out to over 1100 schools, in 23 Cities and 1.5 million students.

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Bronze

Campaign: Gatorade Pacers 2006 - 2009

Agency: Jagran Solutions, India

Client: PepsiCo India



What started with a dream to provide a platform for young emerging pace (fast) bowlers to launch their career, has now become a reality. It was the passion for Cricket that inspired the Gatorade brand to work in developing young players of the game in India, rather than just sponsoring Cricket Teams.

Between in 2007 & 2009, the Promotion witnessed the success of bowlers P.K. Dharma who was selected for U-17 Tamil Nadu Ranji Team, Ravi Kant Sharma who was selected for the Rajasthan Ranji Team, and finally, Samad Fallah who represented West in the Duleep Trophy.

Last year, Gatorade announced the launch of its own Pace Bowling Academy dedicated to train the next generation of fast bowlers. Gatorade Pacers is now a well established property for the selection of pace bowlers in Indian Cricket.