

Best Cause or Charity Marketing Campaign



GLOBE

Campaign Title:
Lowering the Nation's Cholesterol

Agency:
Evocatif Australia

Client:
Unilever Australia



Overview

The 'Lowering the Nation's Cholesterol' campaign is an exceptional example of a brand making a positive impact on social issues that affect the community at large. It aimed not only to educate the public that 1 in 2 adults were affected by high cholesterol, but also to promote the fact that Flora pro-activ is proactively addressing this critical statistic.

The core of the program was to encourage national, active consumer participation in a week-long, community-based, cholesterol testing program.

Using the Agency's path-to-purchase model across multiple touchpoints prior, during and after the testing week, Flora pro-activ created mass awareness of the prevalence of high cholesterol levels among adults across Australia and NZ. Importantly, the campaign also positioned Flora pro-activ as a first line solution for lowering cholesterol by helping to reduce cholesterol absorption and as a result improve heart health.

In short, this activity was an opportunity to assist the community, build brand equity, drive sales, gain market share and grow the category. Importantly, cholesterol is back on the National Agenda and Flora pro-activ is at the heart of it.

Campaign Background and Objectives

Flora pro-activ contains plant sterols that help reduce cholesterol absorption. High cholesterol is a major risk leading to coronary heart disease which remains the leading cause of mortality.

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Since its revolutionary launch in 1999, Flora pro-activ has aimed to create awareness of cholesterol issues.

The challenge was two fold:

Audience Ambivalence:

Research showed that 1 in 2 adults have high cholesterol – but alarmingly only 1 in 5 of them are aware of it. Furthermore, there was a misconception that cholesterol is an issue essentially for the old or overweight. Rather, high cholesterol problems are often hereditary. The Agency needed to make this cholesterol issue personally relevant to consumers.

Cluttered market:

With so much *noise* in the marketplace with FMCG products making health claims and the emergence of new plant sterol product segments such as milk, yoghurt, bread and cereal products to the market, Flora pro-activ was keen to maintain it's market leadership position.

Objectives

- Actively immerse each country in the battle against cholesterol
- Educate & encourage consumers to get their cholesterol tested
- Maintain market leadership while growing the cholesterol lowering spreads category by 5%
- Increase sales by an ambitious 15%
- Build and leverage retailer partnerships

Campaign Strategy

To deliver on all the objectives, the strategy consisted of the following phases which needed to work seamlessly together:

Raise the issue

- Commissioned George Institute study – to see how many lives could be saved each year by lowering the nation's cholesterol by 10%
- Publicity promoted the results of the study (3,000 lives saved) in addition to the 1 in 2 statistic
- Established the National Cholesterol Education Program Australia (NCEPA), a coalition of health interest groups and industries bodies, to give credibility to the cause

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Make it relevant

- Testing Events gave the vast majority of Australians and New Zealanders access to a free cholesterol test outside their local Coles or Woolworths
- Supported the events with a major advertising campaign that engaged consumers along their path to purchase

Provide the solution

- Educational collateral at event – diet and exercise, see a doctor
- Tailored promotions and POS instore
- Packaging Collaboration was key: We needed to engender support from healthcare professionals, retailers, local, state and federal departments and health bodies, plus all parties involved in implementing the campaign to deliver this ambitious national testing campaign.

Promotional Concept

Flora pro-activ 'Test the Nation'

Free cholesterol testing for all Australian and New Zealand adults between 7 – 12 April 2008.

Campaign Execution

The Test The Nation event included:

- Over 300 supermarket 'sites' and 15 major shopping centre locations with highly visible but practical portable booths (plus 12 sites in NZ).
- Site selection was based on sales performance, traffic flow, store interest and geographical spread (within 5km in metro areas and 25k in regional areas).
- Brand ambassadors hosted each venue to recruit consumers for testing, provide information and queue management.
- Over 1,000 nurses were recruited and trained to discuss cholesterol management, diet maintenance and also to use the hand-held finger-prick machines that provided a total cholesterol level reading within 3 minutes.
- Trade engagement included events at retailer head office offering cholesterol testing to nearly 6,000 members of staff. In-store it was vital to drive the product trial component:
- Family-oriented Woolworths consumers were able to purchase a 20% extra Bonus Tub, with a 20c donation for every pack to The Heart Research Institute.

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- Individualistic Coles consumers received a 'Healthy Lifestyle' voucher, valued at up to \$80, with every Flora pro-activ pack purchased.
- Promotions were supported by specially designed packaging and POS.

Communication Media

Healthcare professionals campaign through NCEPA including:

- Extensive PR of the George Institute study outcomes
- Trade advertising and advertorials in medical journals
- Specific NCEPA website
- Direct Mail pack to Doctors, Nutritionists and Dieticians
- Brochures & posters in waiting rooms

Consumer campaign:

- Mainstream advertising: TV, transit and print
- Digital campaign: banner ads and a website with a test site locator tool
- SMS locator functionality
- Letter box drops near testing sites
- Shopping centre advertising where tests were conducted including atrium banners, entry and floor decals and table top media
- Major testing installations out the front of WW and Coles
- Collateral to hand out at event

Instore campaign:

- Tailored promotions for Woolworths and Coles
- Promotional POS and catalogue space for each promotion
- Packaging – on-pack iconic heart-shaped flash and in-pack information overlay

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Partner agencies included in this campaign were:

Amnesia – digital
Pulse – PR
Universal McCann - media

Campaign Results

Results demonstrate mass-market engagement, success in immediate sales – impacting directly upon market share, closer partnerships with key retailers and increase in household penetration. David McNeil, Unilever’s VP Marketing, exclaimed “The Flora pro-activ ‘Lowering the Nation’s Cholesterol’ campaign is a benchmark example of how *activation* can not only realise business objectives and grow both the brand and the market, but also deliver a positive benefit to the community.”

Quantitative Sales Gains or Results

Actual figures are confidential

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Silver

Campaign Title:
Retratos da Coragem
(Portraits of Courage)

Agency:
Sob Medida
Comunicação
Brazil



Client:
ABRALE - Associação Brasileira de Linfoma e Leucemia
(Lymphoma and Leukemia Brazilian Association)

ABRALE – Lymphoma and Leukemia Brazilian Association is a non-profit Association that strives every day to ensure the improvement of life conditions for patients with cancer and enable effective possibilities of cure. In order to expand the visibility of the Association and collect resources to grant benefits to a larger number of patients, a Photograph Contest named "Portraits of Courage" was created.

"Portraits of Courage" was the theme created to stimulate a reflection about onco-hematology diseases, render homage to the fighting spirit of the patients and, at the same time, to make people aware about the importance of early treatment.

The campaign's outcome was a two-month exhibition at the busiest stations of São Paulo subway, which generated great publicity and attracted 3 times more applications than the average for such campaigns. The photos originated products, which sales amounted over \$ 500.000, enough to support ABRALE's activities for more than 6 months.

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Bronze

Campaign Title:
Earth Hour 2

Agency:
Leo Burnett
Australia

Client:
World Wildlife Fund



Overview

2007 saw the launch of Earth Hour in Sydney – which resulted in staggering results – with over 2.2m people switching off their lights and energy consumption being reduced by 10.2%, plus 65,000 individuals and over 2,200 businesses registered for Earth Hour with \$16.8 million generated in free media. But we had a bigger vision than that. To truly make a difference to the worldwide problem of Global Warming – we needed Earth Hour to be adopted by the world, not just Australia. We wanted to create a new event in the human calendar.

And we did it! On 29 March 2008, Earth Hour became a global movement. This campaign raised awareness of the issues surrounding global warming, captured the world's collective consciousness, and most importantly drove real behavioural change

This simple symbolic act showed people how easy it was for them to have a tangible positive effect on the planet. **2008's success exceeded our wildest hopes and expectations and succeeded in engaging individuals, small businesses and corporations around the world:**

- **58% of Aussie adults in capital cities turned off their lights (5,586,550 people)**
- **1 in 5 Australians took part in an Earth Hour event**
- **Plus an estimated 50 Million people worldwide took part in Earth Hour**

Millions of people around the world showed world leaders just what individuals can do, and how much they care about our planet. And the world took notice.

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Campaign Background and Objectives

- Take Earth Hour Global
- Generate awareness of Earth Hour and its objectives in every country in the world
- Help reduce Global Warming and the world's high greenhouse gas emissions

Campaign Strategy

Everyone knows about global warming but most believe it is an insurmountable problem, too big for them to solve. A solution was needed that would convince individuals across the world that collectively, with small changes, they could make a big difference. So take part in Earth Hour 2008 and see the tangible difference you can make.

Promotional Concept

Earth Hour 2008

Turn off your lights for 1 hour – Earth Hour 7.30pm 29th March 2008

Campaign Execution

There were three key phases to the campaign:

Phase 1: Launch www.earthhour.org

Phase 2: Mass call-to-action

Phase 3: Earth Hour Live.

Phase 1: was to launch the new Earth Hour website

(www.earthhour.org) to build knowledge around the initiative and where it all began. But more importantly, the **website** was designed to encourage people to take action; by signing up, telling a friend, registering their business, organising their own Earth Hour event or creating Earth Hour promotional material. We wanted Earth Hour to be a community-owned brand where anyone, anywhere, could take ownership of Earth Hour and support it in any way their chose. The website included (and still includes) download kits for web banners, posters, postcards, logos, stickers and corporate communication packs.

There were tips for 'Earth Hour Everyday' to help reduce your impact on climate change at home, at work and at school, and a Facebook Carbon Calculator to work out your carbon footprint and to challenge your friends to reduce theirs. **Check out the 2008 site at: <http://earthhour-frozen.dev.redant.com.au/> Username: **earthhour** Password: **2008****

Phase 2 was to launch a massive community call-to-action delivered via awareness-building TV commercials (90", 60" and 30" cutdowns), including one featuring Olympic Gold Medal Athlete, Cathy Freeman. Supporting channels included online, outdoor posters, radio, press, ambient media, POS and on-street marketing. All of the communications were created on a miniscule production budget and using space donated by media owners. The campaign also generated thousands of pieces of co-branded content and advertising from businesses in Australia and

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around the world.

Phase 3 was **Earth Hour Live**. Mass participation as cities, businesses, and homes enjoyed one hour of darkness. Kicking off in Suva, Fiji, Earth Hour rolled through 14 time zones, wrapping up in San Francisco, USA at 3:00pm EDT Australian time. A blog on the website allowed live updates of the night as it happen around the world.

Communication Media

- The Sydney Morning Herald Newspaper
- Television advertising and TV current affairs programs
- Print advertising
- Radio advertising
- Cinema advertising
- Outdoor advertising
- Street banners
- Extensive PR – across Australia and Worldwide
- Earth Hour Website – www.earthhour.com

Campaign Results

(AMR International quantitative research conducted amongst adults living in the eight Australian cities)

- **58% of Aussie Adults in Capital Cities Participate in Earth Hour** (5.5 million people)
- A staggering 1 in 5 people attended an Earth Hour event.
- The campaign drove real behavioural change including turning off lights at home (56%), turning off household appliances (46%) and taking the mobile charger off standby (37%)



- Further, research found a sustained behavioural effect on Sydneysiders as a result of last year's Earth Hour 2007 – **an astounding 39% of Sydney residents were influenced to make ongoing changes to reduce their impact on the environment.**
- Plus "The polling only targeted people over 18 years of age and, given the popularity of Earth Hour among kids, the actual number of participants is likely to be much higher."

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Total awareness of the Earth Hour campaign was an unbelievable 97%. The advertising achieved 69% awareness across all cities (Sydney 73%). 30% claimed to have seen the advertising through 3 or more channels with 46% aware of the TV ads, 34% newspaper, 24% online and 13% outdoor. Exceptional given no media budget, only donated space.

26% of all Australian businesses took part in Earth Hour, including support from **94% of the top 100 ASX companies** and the **top 5 Australian banks** (St George, Westpac, Commonwealth, National Australia Bank and ANZ).

The website received over 3.24 million visits (6.65 million pages viewed). 49% of which was direct traffic (i.e. went straight to earthhour.org). **On 29 March alone there were more than 2.38 million unique visitors!** **421,991 individuals signed up to Earth Hour from 253 different countries and 18,231 businesses** registered their support. The home page features a quilt now populated by hundreds of Earth Hour pictures and videos uploaded by supporters.

As of 31 March 2008, Earth Hour generated **10,214 Google news stories** and **24,958 Earth Hour blogs**, as well as grabbing headline news across the globe. **Earth Hour officially took place in 35 countries.** With **26 international flagship cities** and **over 370 other cities supporting Earth Hour**, it became the **largest voluntary power down event in history.**

Whole nations embraced the event; for example, 150 Canadian cities turned off their lights, with a national poll confirming 49% of the population took part. Significant international landmarks that switched off their lights included the CN Tower (Toronto, world's second tallest building), the Sears Tower (Chicago, world's third tallest building) the Sydney Opera House and Harbour Bridge, the Seoul Tower, Casey Station in Antarctica, Niagara Falls, America's infamous jail - Alcatraz, Prince Charles' Gloucestershire residence - Highgrove House, Coca Cola HQ (Atlanta) and the Golden Gate Bridge (San Francisco) to name a few.

Although hard to calculate precisely, a very conservative estimate of over 50 million people took part in Earth Hour globally. Not bad for a brand that didn't exist a year ago!

Footnote : On 28th March this year, 2009, Earth Hour appears to have achieved the impossible goal of getting 1 BILLION people worldwide to take part !