

Best Small Budget Campaign

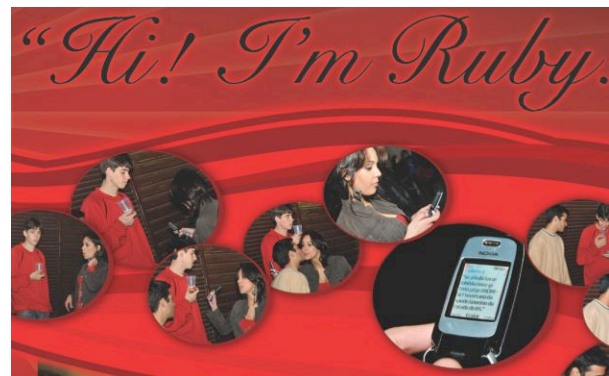


GLOBE

Campaign Title:
"Don't Let Rubella In"

Agency:
Mazah - Live Marketing, Brazil

Client:
Governo do Estado do RS

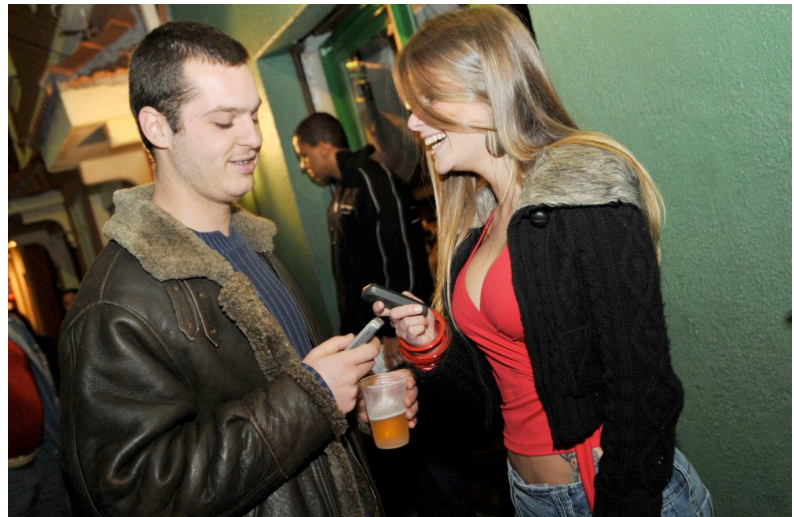


Context

Rio Grande do Sul, Brazil. Men aged 20-29 are the main infected by rubella, and must be impacted with how easy the disease is contracted (mostly through kissing).

Solution

At nightclubs, models initiated flirtation. Halfway through, they left and asked for the approacher's phone number to arrange something later. Head over heels, the impacted men gave their number and, shortly after, were texted: "If Ruby was Rubella, you'd have gotten her by now. Be vaccinated!" They thought they could have "gotten" Ruby, and then learned that by now they'd have gotten the Rubella.



Results

Action surprised the target. At the end, 83% were vaccinated. The Department of Health celebrated the result.

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2009

Silver

Campaign Title:
Help Hunger Disappear

Agency:
Boom! Marketing, Canada

Client:
Campbell Company of Canada



Overview

Campbell Company of Canada has a trusted heritage of feeding Canadian families with wholesome, good-for-you products that deliver an exceptional taste and food experience. Campbell Company of Canada maintains that heritage through our commitment to the health and wellness of Canadians. With Real People, Real Food and Real Focus - Campbell's is inspired to create extraordinary, authentic nourishment for all.

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Meaningful Factors

- During summertime, soup eating and relevance to consumers decreases
- Most consumers are unaware that Campbell is recognized as a top food donor to the Canadian Association of Food Banks (CAFB)
- Hunger is a deep-rooted and growing problem in Canada. According to the Canadian Association of Food Banks (CAFB), more than 720,000 Canadians rely on a food bank each month and 38% of those in need are children.
- Food bank inventory levels are lowest in the summer months
- Consumers are motivated by charitable offers and interested in the cause

Campaign Description

Objectives

With only \$52K budgeted towards Experiential, Online & PR (Experiential = \$27K, Online = \$15K, PR = 10K):

- raise awareness of Campbell Canada's commitment to fighting hunger
- create a relevant, engaging and impactful way for consumers to participate

Drive retail sales by encouraging consumers to use Campbell's products during this traditionally off-peak consumption period.

Concept

Build a MASSIVE display out of cans spelling the word HUNGER at a busy intersection in Toronto. As consumers help remove the cans from the display, 'HUNGER' visually disappears and cans are donated to the food bank. The HUNGER display itself is the demonstration of the consumer "call to action" – Help Hunger Disappear. Attracting media attention in one city with a disruptive display and positive underlying message would amplify the cause and solicit consumer action nationally.

Execution

Launch Event: On June 5th, National Hunger Awareness Day, Campbell generated mass awareness surrounding food bank needs through a consumer event geared to attracting both the public and the media. Campbell Canada constructed the word "HUNGER" out of 12,000 cans of Campbell's Tomato soup cans at a high traffic street corner in Toronto. Consumers were encouraged to participate by:

- Taking a can from the display and placing it onto the food bank truck
- Donating spare change to the Canadian Association of Food Banks

Throughout the day, the HUNGER display diminished, creating the relevant symbolic experience of Help HUNGER Disappear on a massive scale. All product placed on the truck was distributed to

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local food banks based on need as part of the Campbell corporate commitment to the CAFB.

Integrated communication booklets were also distributed, sending consumers online to the promotional website HelpHungerDisappear.ca/ faitesdisparaitrelafaim.ca with a drive back to retail with a printable, scannable version of the “Buy 1, Give 1” donation voucher. The communication booklets also contained a coupon for Save \$1.00 with the purchase of any 2 Gardennay soups, educated consumers on the relationship between Campbell and the CAFB, and motivated them to interact with the brand and participate in the program through new summer recipe usage. Further, downloads for donation vouchers were unrestricted to encourage repeat purchase.

Online

A time-lapsed video was shot throughout the day at the Toronto event. The video, simple but powerful, showed the HUNGER display disappearing and motivated the public to take action. It was posted online at helphungerdisappear.ca, campbellsoup.ca and YouTube.com. Campbell also leveraged its consumer database by deploying a unique Help Hunger Disappear e-blast with a link to the video and printable voucher offer.

PR

Campbell Canada conducted proactive media relations to support the Help Hunger Disappear consumer event on National Hunger Awareness Day, June 5, 2008. Media kits and Help Hunger Disappear mugs (printed with the word HUNGER in disappearing thermal ink) were distributed to radio hosts and news desks throughout Toronto and followed by a media advisory inviting Toronto media to cover and take part in the event. The eye-catching HUNGER display and the important hunger message generated exceptional media interest.

Results

Actual sales results are Confidential

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Bronze

Campaign Title:
The Big Bangle Promotion

Agency:
Tequila India

Client:
GoldPlus from Tata



'The Big Bangle' Promotion for Gold Plus from TATA was executed between July 2008 and November 2008 and was a resounding success both in boosting brand recall as well as improving sales volume.

The Big Bangle was essentially the creation of the world's biggest gold bangle, weighing 24.5 Kgs and 6 feet in diameter. It was unveiled post a much publicized on road event that had people participating in 'guess-the-weight' contests and being exposed to teaser communication through town-to-town display vans.

After its unveiling in Erode, in Tamil Nadu, India, the Gold Bangle subsequently traveled to 17 towns, covering more than a million people. 300,000 people participated in predict-the-size contest and 50,000 people took photographs with the world's biggest gold bangle, generating a quarter million personalized post cards.

Media coverage worth 20 million Indian Rupees was generated, reaching an estimated 60 million people, both national and international. The bangle also entered the Limca Book of Indian Records, the Indian equivalent of the Guinness Book. The payoff for GoldPlus from TATA was a jump in awareness from 53% to 87% and a sales improvement of an astounding 77% over the same period in the previous year.

