

Best Innovative Idea or Concept



Gold

Campaign:

Eye in the Sky

Agency:

OgilvyAction Shanghai, China

Client:

KG Scientific Automation



KG Scientific Automation introduced a GPS-based tracking collar device called FOUND, which was distributed in local pet shops and helped pet owners detect their pets when they got lost. With a small budget, the Agency, OgilvyAction Shanghai, needed an innovative idea to create immediate awareness for the product which would generate store traffic & sales.

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The Agency produced helium filled 'eye balls' which were attached on long pieces of string, to the leads of a number of dogs used by field teams who walked their dogs in cities, parks and near participating pet shops. The teams also talked to interested dog owners and handed out leaflets.



These very innovative "eye balls in the sky" not only created considerable attention but drove sales 50% beyond the original target.

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2009
Promotion
Marketing
Awards
of Asia

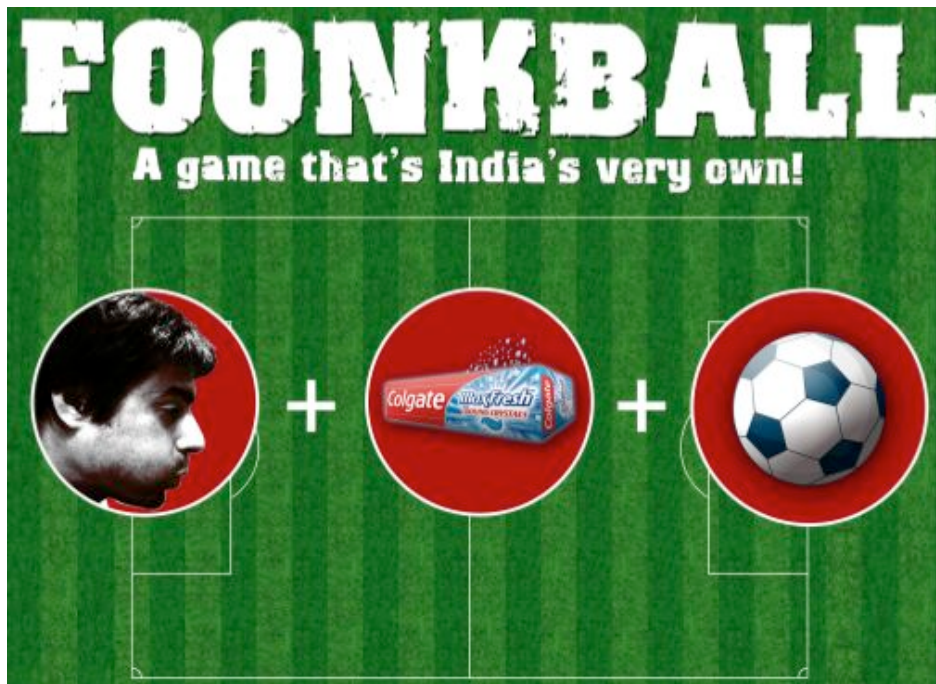


Silver

Campaign: Colgate MaxFresh - FOONKBALL

Agency: Encompass Events India

Client: Colgate Palmolive India



Colgate Maxfresh Toothpaste is a dental care gel, promoted on a 'freshness' positioning. The product features unique 'cooling crystals' which dissolve in the mouth during brushing, resulting in a burst of cool freshness in the mouth and breath.

Colgate' Agency, Encompass, was tasked to create awareness for the Maxfresh variant among college students. They achieved this task via a unique Event called "Foonkball", which translated from Hindi, means "blow football".

Foonkball was a board game which looked like a miniature soccer pitch, with a small lightweight soccer ball, the size of a golf ball and two goals.

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Players were first given breath strips made from Maxfresh ingredients to chew. Then within a time limit they needed to blow the soccer ball into their goal. Each player was clearly obviously aware of the fresh breath of their opponent and were given samples of Maxfresh afterwards.



THE FASTEST FOOTBALL GAME WITH THE FRESHEST BREATH was played across 10 malls and 92 colleges nationally, reaching over 225,000 young college students.

India's very own FOONKBALL created a craze amongst its new found fans, and the objectives of the campaign were met from all aspects.

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Bronze

Campaign: KOOL Discovery

Agency: OgilvyAction Japan

Client: British American Tobacco Japan



What do you do when faced with a megabrand competitor, who is determined to dominate and own the fastest growing segment in the marketplace - which happens to be your only segment? When you don't have the budget to fight back against direct attacks with shouting, you need a clever way to undermine the big corporate players and trigger consumer's desire.

The Agency created the "Discovery" programme in collaboration with up and coming Japanese designers (photographers, designers, live performance painters), each of whom were invited to express their interpretation of 'sensation' (one of KOOL's main choice drivers, and a normally generic menthol asset) in their

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own creative style on KOOL cigarette packs.

10 pack designs were selected and became 'limited edition' cigarette packs which created strong impact at all selling locations and enhanced by strong POS. In a bold move, the KOOL branding was not present on the pack fronts.



The KOOL Discovery Campaign was a creative, edgy, streetwise, anti-corporate campaign which pioneered a brave new way of communicating with customers. Consumers and trade rallied, supported, embraced the Discovery Campaign, and KOOL emerged as the urban hero, capturing hearts, minds, chatter and of course sales, racing ahead of the competition, and creating the best problem - selling out of stock.