

Best Brand-Building Campaign



Gold

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 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.

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Silver

Campaign: Pringles Express Yourself

Agency: Grey Group – Hong Kong

Client: Procter & Gamble China



China is undeniably a priority market for international food brands and is one of the largest salted snacks market in the world.

Pringles was facing several challenges in the market:

- How to make Pringles a favorable brand, particularly with Chinese Gen Y
- How to win consumer acceptance worthy of Pringles premium pricing.
- Accelerate profitable growth in value share and business turnover in a cluttered retail environment
- Strengthen brand awareness and trial

Pringles positioning is a hero who inspires the irresistible fun of expression in the virtual world and the cyber space, with a deliciously tasting chip.

Based on a campaign platform of "Express Yourself Freely", the spirit of Gen Y was brought alive by the following elements:

"Express Yourself" Online Original Music Competition.

Pringlesxyz.com offered an online platform for Gen Y's to express their originality and talent by creating original music and share it with their peers.

The virtual event was brought to life as Pringles hosted mini concerts in a number of

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cities for winners who were selected by a professional panel of judges and digital voting, Multi-media publicity was leveraged and broadened by inviting guest celebrities to perform together with the Pringles winners.

Customers voted online for entries via packaging codes.

“Express” New Year Special Edition Pack.

Pringles celebrated the traditional Chinese New Year in a Gen Y manner by launching a uniquely designed “Pringles Graffiti” pack, symbolizing freedom of expression.

“Express” Fusion Flavors Launch.

Pringles launched a range of new Pringles “Fusion” flavors, “Spicy Masala Chicken”, “Thai Basil al Ajillo” and “Milky Shoyu Butter” to entice trial by more adventurous Gen Y snack lovers.

All elements were promoted strongly.



The results have been remarkable: Pringles' business grew significantly faster than the market during 2008.

- Share and revenues soared.
- Brand awareness improved greatly.
- Strong bonds with Gen Y were created.
- Pringles has become a much stronger contender in the retail environment, showing notable gains across key measures of effectiveness at the retail level. (details of results are confidential).

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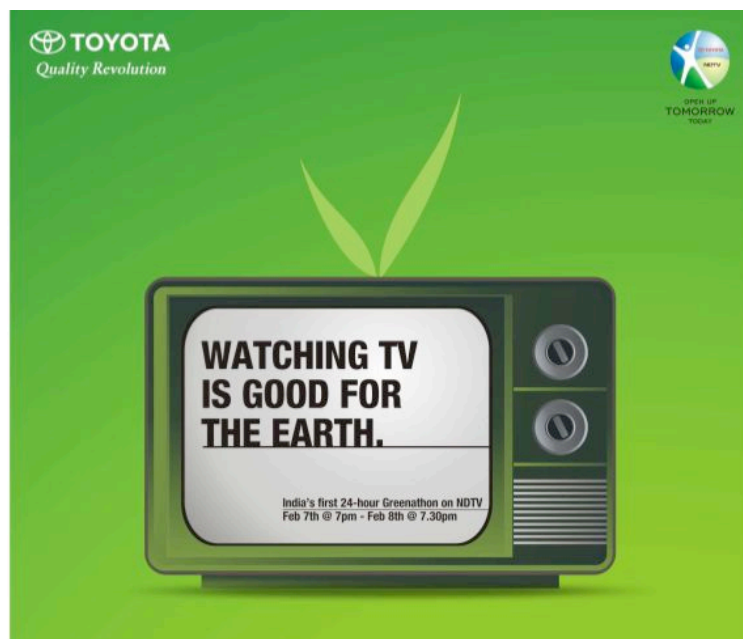


Bronze

Campaign: Toyota – touching a billion lives in India

Agency: Dentsu Communications India

Client: Toyota Kirloskar Motor



As a lead in to the global launch of the small car in India, the “Touching a billion lives in India” campaign was designed to broaden Toyota's mass appeal in India.

As an eco-conscious corporate citizen, Toyota has always been spearheading several initiatives towards the environment, not just through its CSR activities, but also with its hybrid cars and sustainable production processes.

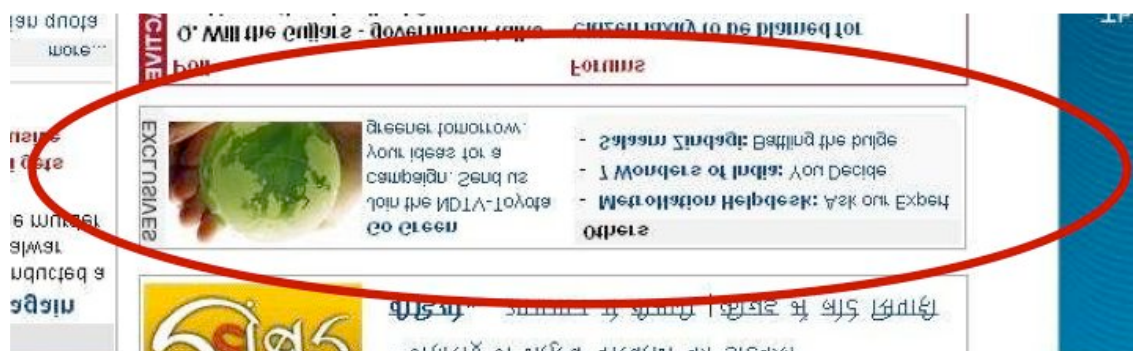
Dentsu took this as an opportunity to make Toyota's eco-efforts come alive in India and connect with customers and various stakeholders across the width and depth of the country by helping Toyota own the space of a brand that actively recognises eco-challenges.

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Dentsu conceptualized an editorial initiative around environmental concerns, with the aim of propagating it through television, print, radio, out-of-home, and internet media touching the lives of people from all walks of life through a 360 degree interactive program.

The idea triggered what can only be described as a truly symbiotic alliance. One that gave birth to India's first and only television event of its kind through a tie up with NDTV: India's leading news channel : an idea which panned out through 365 days of intense activity across all consumer contact points and eventually culminated in India's first ever 24 hour " live " Greenathon .



Based on the keyword of "Interactivity" this campaign was conceived to increase the "awareness" and "likeability" of brand Toyota - the best mixture of the content provided by Dentsu and the means provided by the NDTV platform.

A larger than life canvas portrayed the wide range of activities which were undertaken by each Toyota Dealership, which included:

- People writing in with their own environmental innovations.
- Through celebrity performances ensuring eyeballs and generating excitement.
- Culminating in India's first ever 24 hours "live" event, encouraging donations to light up a billion lives.

India's first 365 day eco initiative, culminating in the Greenathon, secured close to INR 250 Million in donations, lit up 80 villages which gave 20,000 Indians light, helped clean up 124 kms of coastline, convinced 500 citizens to donate generously, got 50 celebrities to sell green, gave birth to 2.6 lakhs green warriors, and caught the attention of a billion Indians.