

Best Event or Experiential Marketing Campaign

2009
Promotion
Marketing
Awards
of Asia



Gold

Campaign:

**Red FM's Bijaate Raho Awards
– No Votes Campaign**

Company:

Digital Radio (Mumbai) Broadcasting India



Red FM, the Radio Station of expression for millions of music lovers is known for its 'Bijaate Raho!*' attitude. The 'Bijaate Raho!' ("Bijaao/ Bijaate Raho" as a verb literally means 'to play') is not only about providing quality entertainment and super- hit music but also about empowering listeners with a platform to speak out about issues that matter to them.

The Red FM "Bijaate Raho Awards" were launched in 2005 and for two years remained an on air event. Last year, the awards were bigger and better as for the first time the awards culminated in a Grand Award Ceremony.

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The Objectives of the Programme were:

- To build awareness to the station's flagship property "Bajaate Raho Awards" and position Red FM as a station that also but creates unique, entertaining properties both on air and on ground.
- To differentiate the Awards in the minds of the listeners as a one of its kind award which no one wants to receive.
- Involve the listeners in the Awards.

A 360-degree multimedia campaign covering the length and breadth of the city and spread across TV, outdoor, print, online, on-air innovations, contests, along with various innovative below-the-line activities was planned for Red FM "Bajaate Raho Awards". "Bajaate Raho!"* spirit takes over the streets!



The on-ground activity followed the very unique theme of a mock election campaign, using a 17' vehicle converted into an election podium in which look-alikes of nominees campaigned for 'No Votes!' and campaigned throughout the streets.

Promoters accompanying the candidates distributed voting forms and leaflets, inviting audiences to vote for the categories and to tune into to Red FM for further information.

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Campaigning for No Votes.

Some of the on-ground activities included:

- A brigade of Red FM auto rickshaws along with bikers and pillion riders visited colleges, malls and multiplexes across Mumbai offering fun and interactive activities.
- Red FM listening booths were set up at key Multiplexes with high footfalls across town, playing recordings of the voting categories.
- Baskets of freshly packed ripe tomatoes were hand delivered to the trade. A message invited them to hurl the ripe tomatoes on the Awards night.
- To target corporate & trade audiences, Red FM arranged mock voting for the nominees at corporate offices. Life size booths, complete with voting forms were placed in cafeterias.
- A 200m convoy which included an open air Double Decker bus, a Canter, Mobile Vans, Gold Cabs, Promoters, a Brass Band etc travelled across town with look alikes of nominees and their campaigners who propagated the message to 'Bajaa' the nominees.
- Specially designed punching bags, with the caricatures of the nominees on them, were mounted on a canter. Bystanders were invited to let loose a few punches to vent their frustration. The punching bag was a physical manifestation of what the 'Bajaate Raho!'* spirit is all about.

The campaign helped in establishing Bajaate Raho Awards as an extremely popular, quirky Award Show and noted mainline award show of Bollywood (Filmfare awards), was compelled to introduce a 'Nariyal (Coconut) award', an award which also pokes fun at members of the film fraternity.

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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:	Conello B2 1 7AN
Agency:	Celsius Creative Communications, Indonesia
Client:	Unilever Indonesia



In 2008, Wall's Conello launched two new variants to complete its unique line of flavors with the new theme "Two Becomes One". The two variants were: 'Sweetheart Brownies' and 'Almond Praline in Love'.

The combination of 'Two becomes One' also showcased the two popular teen singers, Gita Gutawa as the Brand Ambassador for Conello Indonesia and Gadaffi B. Ismail Sabri as the Brand Ambassador for Cornetto Malaysia who sang the song used in the Conello Royale TV Commercial. Both of them also appeared in the Commercial.

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The 'Two Becomes One' concept became an engaging brand activation campaign, which involved teenagers in a positive manner by creating an event where high school students competed among themselves.

The "B217AN" (A slang that stands for "two becomes one", proposed by Conello's brand agency, Celsius Creative Communications then was used as the concept theme, and activations were carried out in 3 cities, Jakarta, Bandung and Yogyakarta, involving selected local schools who competed in the following activities:

- A T-shirt design competition
- A Graffiti competition
- A 3-on-3 Basketball competition
- A dance competition
- A Band competition
- A Favorite team (voted by all of students)
- A Best supporter team



Fun booths were used at the event, like a flirt messenger board (teens could send flirty messages to others), a photo diorama (presenting the romantic tandem bicycle ride scenery from Conello Royale TV Commercial) and a karaoke recording booth (where teens recorded their voice singing the Conello Royale song).



There were also special performances by Gita and Dafi.

The campaign successfully created buzz among the high school students and the concept of collaboration between two different schools was well accepted and received strong media exposure.

Sales of Conello Royale exceeded targets during the Promotion.