

Best Integrated Communications Campaign



GLOBE

Campaign Title:
Kellogg's Zookeeper

Agency:
Blue Chip Marketing (Manchester), UK

Client:
Kellogg Company GB Limited



KELLOGG'S ZOOKEEPER CAPTURES THE NATION'S HEARTS

Research* published at the start of 2007 revealed that 45% of the UK population regularly skip breakfast. That's 27 million people, including 4 million kids.

The reports concluded that:

- "Skippers" are nutrient deficient which can lead to long-term health/weight issues.
- Breakfast is the most important meal of the day providing at least 25% of our daily nutritional needs.

As category leaders, Kellogg's wanted to exploit this news and encourage breakfast skippers to start every day with a balanced breakfast that naturally includes Kellogg's cereals.

The response to Kellogg's recent Zookeeper campaign was a real stamp of approval for their move away from the latest TV or film tie-ins for their kids and family cereals.

Finding new ways to communicate to their heartland audience whilst keeping the offers exciting for kids, was always going to be a challenge.

The partnership with zoos proved that it could be done. Kids were offered a range of unique prizes from animal ringtones to the chance to be a zookeeper for the day. Mums were reassured by the health and educational benefits of the campaign and won over by the solid value of a free zoo pass with every pack (worth £15).

According to Client Services Director, Rob White, the campaign really captured consumers imaginations. "Consumers really engaged with this campaign as they felt it was a refreshing change from wall-to-wall licenced promotions". No surprise then, when Kellogg's sales increased by 76%.

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Silver

Campaign Title:
AT&T Team USA Soundtrack

Agency:
**The Marketing Arm
USA**

Client:
AT&T



"Team USA Soundtrack Print - Piano"

AT&T brings it all together for customers, from the revolutionary iPhone to next-generation TV services and solutions for multi-national businesses.

As an official U.S. Olympic Team (Team USA) sponsor, AT&T negotiated in-broadcast, 40-second primetime features on each of the 15 core nights of the 2008 Summer Olympic telecast. This opportunity provided a great vehicle for AT&T to connect with Olympic viewers but also presented many sizeable challenges for the Brand:

- AT&T's 18-24 year-old core audience is younger than the traditional Olympic viewer – creating the need to build a multi-faceted program to extend beyond Olympic coverage, draw in younger consumers and inspire them to take action
- AT&T's competition included every major Olympic sponsor fighting for attention during two weeks of coverage.
- The program needed to seamlessly integrate into the environment and tonality of Olympic programming in order to receive the critical endorsement of both NBC and Team USA.
- AT&T would be judged by the public not just on program benefits, but on how well AT&T helped Team USA achieve its goals.

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Promotion Objectives:

- Create awareness of AT&T's sponsorship of Team USA –within and beyond traditional Olympic coverage.
- Drive consumer engagement with AT&T products and services by generating the set target of music downloads (online or mobile phones)
- Make a sizable donation to Team USA through consumer participation.

Execution:

- Partnering with Team USA and NBC, AT&T launched the AT&T Team USA Soundtrack – featuring “never-before-heard” tracks from 16 of the nation’s hottest artists including 3 Doors Down, Chris Brown, Goo Goo Dolls, Sheryl Crow and Taylor Swift.
- New Music - One new song from the AT&T soundtrack was highlighted each night during primetime coverage (on NBC and Telemundo) accompanied by a video montage of the day’s key moments for Team USA.
- AT&T Downloads - At the end of each in-broadcast feature, consumers were driven to download the songs, ringtones and answer tones through AT&T products and services. All proceeds went to support Team USA.
- Music Videos - Full-length feature music videos featured U.S. Olympic athletes and were made available through AT&T’s Olympic website, WAP site (mobile), U-verse (IPTV) and in AT&T retail stores.
- Primetime Coverage - AT&T worked with NBC to arrange the world premiere of the music video “The Champion in Me” (3 Doors Down) to appear during America’s Got Talent and coordinate an appearance by Sheryl Crow on the Today Show the Friday prior to the Games.
- Media Blitz - By providing exclusive “behind-the-scenes” content of artists and athletes, the story was spread through top print and broadcast media outlets and became a hot DJ chatter item.
- Viral - Consumers helped spread the word by uploading music videos to YouTube and discussing the program in blogs, Facebook and MySpace.
- Donation Announcement - A final media tour with Michael Phelps and Norman Bellingham (U.S. Olympic Committee COO) announced a \$1 million donation to Team USA through consumer downloads of the AT&T Team USA soundtrack.

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Bronze

Campaign Title:
Don't Touch the Label

Agency:
**Wunderman Cato
Johnson Argentina**

Client:
Diageo Navarro Correas

Brief

Navarro Correas Argentinean wines are famous due to their quality and labels illustrated by well known local artists, who position wine as an art icon. Our client was going to carry out an art auction in all LATAM. The question was: how can we promote this auction & increase sales?

Solution

An approach to art. To achieve this we proposed something inconceivable to the brand: remove its famous art work from the labels. (What?!) So we can give consumers and artists the chance to create their own masterpieces, thus having an exceptional experience with the brand. These bottles were designed at events, restaurants and POS, becoming unique art pieces.

Results

The auction & the campaign "Art inside and outside" was a success, with a 25% sales increase.

Guerrilla? Non traditional? Ambient? Event? Promotion? PR? Loyalty? EFFECTIVE