

Best Activity Generating Brand Loyalty



2009

GLOBE

Campaign Title: Women on wheels - The TVS Institute

Agency:
Mudra Communications
India

Client:
TVS Motors

WOMEN ON WHEELS: THE TVS INSTITUTE TVS Motors wanted to increase sales of the two-wheeler TVS Scooty in smaller towns and mini-metros by creating relevance and need for the brand amongst women. With the insight that 'Any girl who learns to ride on a particular brand of bike would prefer to buy the same brand', we set up 'The Scooty Institute' to promote learning riding a two wheeler amongst women, with the focus purely on education and empowerment.

WOMEN ON WHEELS: THE TVS INSTITUTE

ISSUE
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IDEA
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EFFECTIVENESS
0.3 Million women contacted, 25,000 women trained. Coverage in over 55 cities. India's biggest ever two-wheeler contact program.

On the flip side, it enabled TVS to achieve a sales conversion figure of 10%, against the targeted 5%, dealers who participated in the program saw a 15% increase in sales over those dealerships who didn't participate.

THE SCOOTY INSTITUTE

This was done in 55 towns across the country, with 400 certified women trainers. The emphasis was on education rather than sales, yet the results of this program spilled over into creating phenomenal sales for the Scooty brand. 0.3 Million women contacted. 25,000 women trained. This was India's biggest ever two-wheeler contact program.

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Silver

Campaign Title:
Kellogg's Wake Up To Breakfast

Agency:
Blue Chip Marketing (Manchester), UK

Client:
Kellogg Company GB

KELLOGG'S WOKE THE NATION TO THE SOUND OF BREAKFAST

Did you know that 27m of us regularly skip breakfast? That's 45% of the UK population and it is a health time-bomb waiting to detonate. Kellogg's wanted to do something about this and asked Blue Chip to develop a campaign to encourage skippers to start every day with a balanced breakfast - with Kellogg's at the heart of it, naturally.

National Breakfast Week was the obvious launch pad and a strong "Call to Action" was developed to optimise the impact of the message. Complex nutritional arguments were distilled into 3 compelling messages each communicated by a different credible celebrity expert - Ian Wright, Jo Frost (Super Nanny) and Philippa Forrester.

The campaign rolled out onto 156 million packs across 28 Kellogg's brands with direct communication to a further 4.4m profiled households, each offered a powerful trial incentive.

By the end of last Summer, 140 million more breakfasts had been eaten than before and 440,000 skippers now eat breakfast every day. As a direct result, sales were up across the kids portfolio by 16% and 11% overall.



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Bronze

Campaign Title:
Aviva Dollar Dreams

Agency:
Solutions | Digitas, India

Client:
Aviva Life Insurance



Aviva faced a problem with various product groups within the company running their own rewards programs. Agents experienced high dissatisfaction due to duplication of gifts, lack of transparency and delays in rewards' redemption. Most middle-class Indians aspire for a western lifestyle, and dollar earnings.

This insight led to a comprehensive, long-term rewards program – 'Dollar Dreams' allowing agents to earn 'dollars' and redeem them for exciting rewards (dreams). For the first time in the Indian insurance sector, here was a single, comprehensive program that measured, tracked and redeemed achievements on all Aviva products simultaneously. 'Dollar Dreams' has built strong relationships between Aviva and its agents with:

- Accumulation of reward points for big gifts, from a variety of choices.
- Information about present status of redeemable gifts
- Timely gift delivery (3 weeks instead of 3 months!) Constant support via mobile text messages, in-branch collaterals and contests led to enthusiastic participation.

Consequently, 6000+ agents enrolled as compared to 1000 in the previous year (500% increase). 24% increase in the contributing workforce with 5000 extra agents giving at least one & a half sales. The total sales went up by approx Rs. 400 million.