

# Best Effective Long Term Marketing Campaign



## GLOBE

**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.

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## Silver

**Campaign Title:**  
**Odlums Pancake Party**

**Agency:**  
**Marketing Network Ireland**

**Client:**  
**Odlums**



The Odlums Pancake Party in association with the National Children's Hospital took ownership of an existing well known date within the year "Pancake Tuesday or Shrove Tuesday" at the start of the religious festival of Lent and revitalized it into a fun day for both offices and the family and created fun way for people to raise funds for a very worthy cause – medical equipment for sick children.

With a limited budget each year and a short window of opportunity we have built the Odlum's Pancake party by leveraging media partnerships to generate coverage worth 6 times the budget, whilst at the same time making Odlums Pancake Mix the only real player of consequence in the market, whilst reinforcing the Odlums brand values and driving sales.

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### Bronze

**Campaign Title:**  
**Maybank Treats Fair**

**Agency:**  
**Intigus Sdn Bhd**  
**Malaysia**

**Client:**  
**Malayan Banking Berhad**

Maybank Treats Fair wins PMAA's Best Effective Long Term Marketing Campaign. The Maybank Treats Fair was judged as the 'Best Effective Long Term Marketing Campaign' in the 2009 PMAA awards.

Launched in 2005, the annual event has garnered staggering results such as a 400% increase in visitor turnout and a whopping 900% increase in card usage in 2008, as compared to 2005. The fantastic results were attributed to the event's 'cashless shopping' concept, where cardmembers use their TreatsPoints (Maybankard Credit Card's loyalty points) to 'buy' goods and services, often at huge discounts.



Besides shopping, cardmembers were treated to mini-concerts, foot massages, games, auctions and contests with attractive prizes up for grabs. Conceived by Intigus Sdn Bhd, the agency for Maybank, the Maybank Treats Fair looks set to reward its cardmembers again this year, with all 250 booths sold, within the first month of release.

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Maybank Treats Fair 2009 is set for 23 - 26 July 2009.