

Best Brand Awareness & Trial Campaign



GLOBE

Campaign Title:
STIMOROL ICE LIQUID CENTER
- LIQUID'ation of communication problems

Agency:
R&I Group, Russia

Client
Dirol Cadbury



Objectives

- To inform TA about a new product - Stimorol Ice Liquid Center.
- To cultivate a unique, non-standard advertising approach for a young target audience to promote a new product.

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Solution

"STIMOROL ICE LIQUID CENTER - LIQUID'ation of communication problems" has become the first promotional campaign in the world where professional pickup artists - specialists in communication and the art of seduction - were used instead of the usual promoters. The pickup artists team worked in crowd on the streets. They "scanned" bypassers with a "problem detector" (dummy spy device). After a so-called detection of a "problem", the pickup artists surrounded a "victim" and demanded to get free of its complexes and to sing, dance and fool about together.

Not to be embarrassed, a person received a "confidence pill" – a sample of the product. This project was non-standard promotional approaches. It was rather a lively and zany game. This particular kind of advertising communication proved to be the most effective for our target audience. The project proved that the pickup exercise has immense commercial potential: it's impossible to find more open, witty, and sociable people! All of them are talented, congenial salespeople, and this talent was exploited for advertising purposes. As a result over 20 days, 1,094,000 high-quality contacts have been established. The rise in sales averaged 60 %.

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Silver

Campaign Title:
Grim Tales

Agency:
OgilvyAction, UK

Client:
Domestos



Overview

Through a carefully crafted execution with meticulous detail from planning, art direction, and copywriting through to production, the Grim Tales campaign successfully delivered a combination of humour with a serious product benefit message to capture a disengaged audience and encourage them to act in a relevant manner; no mean feat with a bleach product!

This DM had to captivate from the outset and was carefully crafted both outside and in. From the moment it landed on doorsteps the envelope itself created intrigue – setting the scene and encouraging consumers to open the piece and engage with the brand. The DM is so substantial in content and so beautifully crafted, it successfully established a new degree of engagement with a disengaged audience. This DM is a fantastic example of how a premium level of art direction, copywriting and production can combine to produce an outstanding DM that surpassed brand and consumer expectations like no other seen in this category.

The formula proved triumphant and resulted in Domestos not only delivering a beautifully striking campaign but also surpassing all objectives set with the highest redemption rates in Unilever's household cleaning category. Consumers even retold their Grim Tales to Domestos as they entered to the competition. A campaign formula that successfully drove not only belief in the product but ignited behavioural change and product purchase.

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Campaign Background and Marketing Objectives

Domestos – the best solution for tackling hygiene hotspots in the home, and for many years, the ‘king’ of hygienic protection – was troubled... Common misconceptions about the impact of bleach compared to antibacterial sprays meant that Domestos wasn’t growing as strongly as a leading brand should. Combined with yet another outbreak of superbugs, Domestos needed to re-affirm itself as the leading hygienic protection expert.

The time had come to **educate the nation** on the importance of hygiene hotspots within the home.

But the household cleaning category is boring! Communications traditionally target Mums and use straight forward ‘science’ based communications – the audience was disengaged. The Domestos Grim Tales campaign used an innovative and beautifully crafted creative approach to deliver a unique online and direct mail campaign which managed to cut through the clutter and turn the category on its head. The Grim Tales campaign crept into the hearts and minds of UK consumers. A fantastic example of how a disengaged audience (of 1million) can be motivated to change their behaviour. The cautionary tales of the Jones’s proved triumphant and resulted in Domestos delivering an activity that surpassed all objectives set with the highest redemption rates ever in Unilever’s household cleaning category.

Objectives:

- Reinststate Domestos as the king of hygienic protection and the oracle on home hygiene
- Maintain value share of bleach at 36%
- Maintain penetration at 28%
- Maintain share of hygienic sprays at 4.1%

Campaign Strategy

With an outbreak of superbugs such as MRSA and C.Difficile continuing to hit the headlines, along with the public’s lack of basic understanding surrounding germs and misconceptions over the concept of bleach, the Domestos UK team identified a need to **educate the nation** on the importance of hygiene hotspots within the home and keeping the germs at bay in an attempt to reinststate Domestos as the oracle on home hygiene.

First off, we identified our victims - the ‘bleach ignorami’- those folk who were unaware of why and where they ought to use bleach. Next, Domestos gallantly set forth to educate them, with a quirky set of cautionary tales, reaching consumers digitally and via DM that was distributed to no less than 1 million ‘bleach ignorami’.

By using the Unilever database, enhanced with personiX, we were able to target an existing audience of Unilever products to engage as a new audience of Domestos products. We identified 1 million core young families and pet owners that were currently non-bleach and light bleach users that potentially hold these common misconceptions about bleach, that were currently jeopardizing Domestos’ reign as the oracle on home hygiene. Domestos could also measure the success of learning, both through redemption levels of the money-off next purchase coupons for both

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DomestosThick Bleach and Spray, and by encouraging consumers to put their creative minds and learning to paper by writing their very own **Grim Tale** for their chance to win a family holiday.

Campaign Concept

With the main identified problem being that the 'bleach ignorami' were unaware of the reasons to use bleach within the home, and to keep in line with TV support, we needed to ensure that we remained true to the brand idea of creating awareness for 'Hygiene Hotspots' around the home - to raise awareness of the 'risks' of not bleaching their Hygiene Hotspots but without preaching to the audience or implying that they are making the 'wrong' choices or were dirty!

With these considerations in mind Domestos gallantly set forth on a mission to educate the nation. The innovation used in this campaign, however, was the creative execution. Beautifully crafted and designed to engage not just mum – but the whole family - this really was going to be a tale to remember!

And not any old bog standard fairy tale, but a Grim Tale of sickly sins. As this was targeted to an audience who felt bleach was not relevant to their cleaning regimes, the concept of Grim Tales had to go beyond the conceptual familiarity of the brand that just 'killed all know germs, dead'. From prowling poo bugs to treacherous toilets, **Grim Tales**, a cleverly crafted 'storybook' crept into the hearts of consumers. Innovative and engaging, **Grim Tales** provided an educational platform via DM and online. The digital platform not only supported the DM campaign, but also allowed the characters to truly come to life. From little Tom that boy in a rush, (too busy to clean his hands after touching the flush) swinging from an intricately detailed chandelier to the digital pages 'turning' in true storybook style, attention to detail was second to none. The beautifully illustrated campaign content took consumers on journey through what might otherwise have been a rather boring set of chores.

Campaign Execution

The DM piece, called 'Grim Tales', was an educational collection of 'dark' stories, and delivered to 1 million UK households. For a consistent brand message, we needed to ensure that we remained true to the brand idea of creating awareness for 'hygiene hotspots'; places such as the kitchen bin, and the loo flush.

Targeting the 'bleach ignorami'- non bleach and light bleach users - Grim Tales was used to explain the importance of the 'Hygiene Hotspots' with a healthy dose of black humour, which alleviated the risk of Domestos being seen as scare-mongering. Crafted to look like a storybook, the beautifully illustrated and captivatingly written Grim Tales took consumers on an educational journey with Domestos, discovering the ghastly consequences of an unclean home and of course providing solutions were provided with Domestos bleach.

To test their learning, along with providing MONP coupons, the 'bleach ignorami' were invited to create their own Grim Tale; a poem of 3 verses with 4 lines each with its own 'Domestos happy ending' for a chance to win a family holiday. The level of engagement demanded by the brand was high, but higher still was the uptake by consumers, who, inspired by the campaign message, devoted time to craft their own Grim Tale.

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Elements

- Direct Mail: MONP coupons for Domestos Thick Bleach and Bleach Spray
- Online: Media and microsite

Mechanics

- Two MONP Coupons within DM: 25p off Domestos Thick Bleach and 50p off Bleach Spray
- Competition: Creative writing competition to win a family holiday

Results

Grim Tales reaped a positive level of engagement from a distant audience. Communicating through an accessible platform the campaign enhanced consumer understanding of the benefits of using Domestos.

The campaign not only collated consumer data via the competition, but provided a strong measurement surrounding responsiveness to competition stimulus and likelihood of coupon redemption.

Actual sales results are confidential.

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Bronze

Campaign Title:
Cranial Billboards

Agency:
Mango Communications , New Zealand

Client:
Air New Zealand



Overview

When Air New Zealand wanted to communicate they were introducing a dramatically new check-in experience at AKL, WGN and CHC domestic airports – making it simpler and faster to check-in than ever before – the Agency was asked with telling the whole country in a way they'd never forget.

To spread the word that the end of the domestic check-in queue was coming the Agency launched a totally new advertising medium using the space that most people find themselves staring at when in queues – head back media.

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The Agency was looking for 75 Kiwis to shave their heads and wear an Air New Zealand advertising message for two weeks in exchange for \$1,000 cash. To find our Air New Zealand Cranial Billboards, we conducted casting calls in Auckland, Wellington and Christchurch. The media coverage of the casting calls went global and the story was carried across domestic and international print and broadcast outlets reaching over 46 million people.

Campaign Background and Objectives

Air New Zealand is the national airline of New Zealand. With its head office is based in Auckland, the airline operates passenger flights to over 40 destinations worldwide and 27 domestic ports.

The challenge was to announce to all New Zealanders that passengers travelling through Auckland, Wellington and Christchurch Domestic Airports would soon be encountering a completely re-invented domestic check-in experience.

Whilst the new experience would mean customers would be spending less time within airports – reducing the total time spent travelling from one place to another – the changes represented a relatively low interest category unless travel was imminent.



Objectives

- Drive awareness and anticipation for the new domestic check-in airport experiences in a compelling, engaging and entertaining way which arrested people's attention.
- Get the country talking and reach all Air New Zealand passengers before they travelled whilst reinforcing Air New Zealand's commitment to continually reinventing the way Kiwis travel.

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- Ensure passengers were adequately educated in advance of their next trip so that they had plenty of warning of the changes that were coming so that they could modify their check-in behaviour to reflect the new domestic experience.

Campaign Strategy

The idea was developed around the insight that tedious check-in queues have become a fact of life that travelers begrudgingly accept. In queues people spend most of their time staring at the back of people's heads so in order to spread the word that the end of the domestic check-in queue was coming, a totally new advertising medium – cranial billboards, was launched.

How better to tell our customers that Air New Zealand was going to do something about tiresome queues than through messaging they can read while they're standing in a queue themselves?

Promotional Concept

The sourcing of our Cranial Billboards had to deliver to Air New Zealand's guiding principle of building competitive advantage through creativity and innovation. We needed to involve Kiwis so that they could engage with the campaign in such a way that they felt they were part of something bigger.

In keeping with these guiding principles the Agency chose to hold public casting calls to find 75 genuine 'cranial billboards' – actual New Zealanders who would be willing to shave their heads, and carry a head-back message communicating the simplified check-in experience coming soon.

Successful candidates would receive NZD\$1000 in cash paid over two weeks.

Campaign Execution

A comprehensive PR campaign was initiated ten days out from the first casting call to ignite the interest of media from around the country and the world.

To ensure big crowds turned out on the day the Agency put on a free concert under a big top with popular Kiwi band Elemeno P and fired up a massive BBQ in each centre.

A radio partnership with male orientated radio station The Rock served to remind people on the day, supported by live crosses at each event.

The wannabe Air New Zealand Cranial Billboards were judged on a selection process which featured a multi-choice questionnaire that allowed us to assess a candidate's suitability as a cranial billboard, in line with what was needed in selecting a traditional billboard site e.g. reach, visibility and canvas size.

Once our successful applicants had been shaved and tattooed a photo call was held for national and local media to capitalise on the news angle.

Before being 'released' into the public our 75 cranial billboards were briefed with key messages about the changes that were planned for the domestic airports, provided with care instructions for

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their tattoos and where to go for reapplication a week later.

Communication Media

- Campus notice boards – casting call announcement
- Print (3 main Mets) – casting call announcement in the Jobs Wanted section
- National radio partnership – DJ adlibs as well as live crosses from the three events
- Bus backs (in all three main centres) – featuring bald head creative
- Each successful cranial billboard was required to blog about their experiences via Facebook and/or Bebo profiles
- Filmed content loaded onto YouTube

Campaign Results

More than 550 Kiwis nationwide signed up to win selection as a Cranial Billboard at the three Three casting calls.

The ground-breaking campaign sparked headlines around the world including on CNN, the BBC, Los Angeles Times, USA Today, media outlets across Australia and the Pacific Islands, and even featured on The Tonight Show with Jay Leno.

The total media coverage – across domestic and international print and broadcast outlets – reached over 46 million people worldwide and delivering a PR value of NZD\$4.3 million.

Quantitative Sales Gains or Results

Following the campaign research conducted by Air New Zealand found;

- In the short duration of the coming Soon campaign, we achieved net prompted awareness of 36% with casting events the most memorable.
- Correct brand attribution was an astounding 94% which is incredible considering the unusual media approach
- 75% got the key messaging that there would be faster domestic check-in and changes at the Air New Zealand domestic check-in
- 93% of people agreed that the campaign showed Air New Zealand is prepared to advertise in new and innovative ways
- Over one third of travelers felt more positively about Air New Zealand as a result of the campaign