

## Best Sponsorship or Tie-In Campaign



2009

## GLOBE

**Campaign Title:**  
**McDonald's Cheer for China**

**Agency:**  
**DDB Shanghai, Tribal DDB Shanghai China**

**Client:**  
**McDonald's China**

**Also won a Gold Dragon, a Best in China Dragon and a Dragon for the Best Campaign in Asia in the 2009 Promotion Marketing Awards of Asia**



### Background and Marketing Objectives

In 2008 many marketers were trying to get into the Olympic Spirit in China. Between the 56 or so official sponsors, the guerilla marketing campaigns and everything else, the challenge was to be different and leave a lasting impression on the public.

As an official sponsor of the Beijing Olympics, McDonald's had made a massive investment in China. But in a year where National pride and patriotism were stronger than ever, McDonald's, as an American and a foreigner was not an obvious choice as a facilitator for national sporting and Olympic enthusiasts. The major challenge was to unlock the sponsorship value of the brand and bring it closer to the people, making McDonald's an inherent part of their Olympic experience. And of course, increase sales in McDonald's restaurants throughout China.

### Campaign Strategy

Three key strategic choices were made in developing this campaign:

- McDonald's sought to bring the Olympics to an "everyman" platform using "people power" rather than celebrity power giving Chinese people all over the country the chance to get involved and connect with the Olympics.
- The campaign, launched 8 months before the Olympics in order to out to stand out from other Olympic 'promotional clutter', was one of the first Olympic related campaigns to

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generate attention. Starting early also meant the Agency was able to build momentum on early success.

- Build consumer interaction and involvement in all touch-points to create a true “people’s movement” effect.

### Campaign Concept

Agency research revealed that the games in Beijing felt remote and out of reach. “Cheer for China” was developed as the platform which allowed people to be part of the Chinese Olympic dream. However McDonald’s needed to be more than just a sponsor of this vehicle. It needed to be an integral part of it. This was achieved by seamlessly weaving the global tagline ‘I’m lovin’ it’ into every person’s dream, for China to win the most medals and lead the World. This gave birth to the cheer “I’m lovin it when China wins”. This cheer was at the root of the campaign, enabling people to get directly involved with the Games.

The Agency developed a number of touch points to leverage the massive reach throughout China:

- Viral videos created a word of mouth and initiate buzz.
- Interactive banners generated click thru to the promotional website.
- Interactive video cheering stations allowed McDonald’s consumers the chance to participate in the Promotion in store.
- Highly engaging content from consumers was logged on the Promotional Web Site.
- Innovative media partnerships with QQ & Sina.
- Blog partnerships with celebrities, Olympic athletes and famous bloggers.

Via online voting the best cheerers were selected and moved to a special house in Beijing where they spent an intensive fortnight being coached by professionals and celebrities in the art of dancing, singing, communicating and cheering. Footage was released online and in restaurants so fans could keep up to date.

The “Cheer for China Online Reality Show” pushed the engagement and relationship with the 10 Cheering finalists even further. Phase II had zero media investment. All the traffic and consumer participation was driven through word of mouth and eDM. Total Unique Visitors - Over 7 million. Total Viewership on the site - Over 1.5 million people viewed videos.

Phase III - In the final and third stage of the campaign the 5 winners from the reality show- now the official McD’s Cheering Team—led 1,200 people in Beijing to dance together just meters from Beijing’s Olympic Bird’s Nest Stadium. Dressed in red outfits they performed a special ‘I’m lovin it when China wins’ dance for 5 minutes to create a new Guinness World Record.

### Results

- McDonald’s Cheer for China website was the number 1 most popular website ranked by Google China when searching for Olympic cheering information. Throughout the campaign there were over 25 million unique visitors to the website, and over 1.2 million cheering entries.

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- The “Cheer for China Online Reality Show” generated 7 million unique visitors and over 1.5 million people viewed complete videos
- The 5 winning cheerers - now the official McD’s Cheering Team—led 1,200 people in Beijing to dance together just meters from Beijing’s Olympic Bird’s Nest Stadium, creating a official new Guinness World Record.
- While it is difficult to estimate the numbers of people indirectly touched via media coverage, PR, word of mouth and equivalent media dollars, suffice to say the campaign transcended traditional advertising campaigns in that it became a “movement”. It generated huge buzz and TalkValue and was widely recognized in China where it won many accolades and awards. It also generated massive media coverage including news articles online, offline and of course blog mentions..
- Positive sales and traffic trends via McDonald’s outlets are indicative of the campaign’s business effectiveness. (Actual sales results are not for publication).

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## Silver

**Campaign Title:**  
**White Invite**

**Agency:**  
**Blue-Chip  
Marketing  
UK**

**Client:**  
**VisitScotland**



### Overview

With an ROI of 287:1 this tie-in campaign revolutionized marketing in VisitScotland. Until 2007 paid advertising had been the traditional communication discipline for the organization. The 'White Invite' Campaign, literally an invitation to the rest of the UK to visit Scotland in winter was an entirely new approach: an integrated tie-in promotional campaign.

Deploying a small promotional budget, over 20 complementary partners were recruited who provided free media/exposure and prizes/rewards worth an additional \$613k. Via these partners new audience segments were reached, and the creative proposition was delivered in varied and innovative ways. The creative proposition was delivered in varied and innovative ways. The net result was an influx of winter visitors to Scotland: 55% of those who responded to the campaign came to the country, and against a target incremental tourism revenue of \$16.5m they spent \$75m... AN ACHIEVEMENT OF 460% VERSUS TARGET.

The success of this tie-in strategy has led to its adoption throughout the annual marketing calendar for VisitScotland, and a significant shift of ATL budget to promotionally led, commercial partnership activity.

The following objectives were set for the winter 2008 campaign:

- Reach 1 million target consumers with a responsive message.
- Stimulate 50,000 visits to the campaign website.
- Generate £10 million incremental winter tourism revenue from these leads.

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### Campaign Strategy

The core target audience for winter-breaks is a large segment called 'Young Domestic Explorers.'

To reach 1 million NEW consumers with a responsive message, armed with a promotion budget, a partnership strategy was adopted, with the following 6 key benefits:

- Partners could be recruited for their AUDIENCE FIT versus VisitScotland's target profile.
- Partners could be recruited who reflect and emphasize the CREATIVE strategy (ie in this case with 'Winter White' credentials).
- Partners would deliver the message at no cost, to their own audiences i.e. NEW GROUPS of consumers
- Consumers would get the message through an UNEXPECTED medium, breaking through the normal clutter of holiday advertising.
- Consumers would get the message from a brand or service they already use and TRUST.
- Many partners could give FREE PRIZES/REWARDS - which increase the budget, and appeal to the promotionally sensitive target audience.

### CAMPAIGN CONCEPT

How to promote Scotland in winter? Well, the English love snow... but it very rarely snows in Britain... except in Scotland - the only part of the UK where snow is GUARANTEED. Snow creates a beautiful, peaceful and exciting backdrop... and a form of COMMUNICATION SHORTHAND for the hundreds of 'winter white' things visitors can see & do in Scotland.

The message was captured in the 'WHITE INVITE' - an invitation to experience Scotland's...

- WHITE SIGHTS - white castles, lighthouses, cottages, frozen lochs and snow-capped peaks.
- WHITE BITES - fresh white fish and seafood, award-winning ice-cream and cheeses.
- WHITE DELIGHTS - white 'sale' shopping bags from Edinburgh's famous stores, white bouquets, white diamonds.
- WHITE NIGHTS - the festival fireworks, city lights and nightlife.
- WHITE FRIGHTS - ghost tours, historical cities and snow-clad battlefields.
- WILD WHITES - the abundant wild animals and birds that turn white in winter... and many other 'winter white' experiences, ranging from the ACTIVE white-water rafting and exploring deserted white sandy beaches, to RELAXING amidst the white linen and white fluffy towels of 5-star hotels and Michelin-starred restaurants... in fact, endless fascinating 'winter white' things to see and do in Scotland.

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Some partners gave free 'winter white' prizes/rewards and others free media/exposure coverage on their packs, websites, in eDMS, mailshots and in their stores. 'Prize partners' were matched with 'media partners' to create over 20 separate 'White Invites'.

### Campaign Execution

All exposure via promotional partners drove traffic to the Campaign Website [www.visitscotland.com/white](http://www.visitscotland.com/white). The main partners and executions were as follows:

- Wiseman's Scottish Milk – ('The White Stuff') on-pack offer 2.64 million packs.
- Hamilton & Inches Royal Scottish Jewellers, press launch, photo- shoot and free 'White Rocks' (diamonds).
- Johnstons Scottish Cashmere – instore POS, plus 12,000 DM inserts, 500 free 'winter white' cashmere scarves; 43,000 OTS.
- Baxters Scottish Foods – 'white winter soups' promotion in Sainsbury's Magazine; 504k OTS.
- Walkers Scottish 'White' Shortbread – homepage banner for 14 weeks; free 'white shortbread' product; 70k OTS.
- Peckhams Foodstores – POS, 14 weeks; 306k OTS.
- Blooms Florists – 'white bouquets' - eDM to 8,000 addresses, homepage banner for 14 weeks; 112,000 OTS.
- Cream of Galloway Scottish White Ice Cream – on-pack offer on 25,000 packs; 75,000 OTS.

Plus: Miller's White Gin, Arran Aromatics, Brodies (luxury white chocolates), Stobo Castle Spa, Cally Palace Hotel.

### Results

The Campaign achieved a reach of 3.75 million OTS. 375% v target.

- Stimulated 50,000 visits to the campaign website, 104,000 visits to the campaign website = 208% v target.
- Generated \$16.5 million incremental winter tourism revenue and \$75 million incremental revenue = 460% v target.

Of the respondents to the campaign who were surveyed by TNS for revenue evaluation purposes, 55% visited Scotland during the campaign period.

All achieved without any Advertising.

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### Bronze

**Campaign Title:**  
**The Quantum Code**

**Agency:**  
**Euro RSCG Australia**

**Client:**  
**Sony**



#### Overview

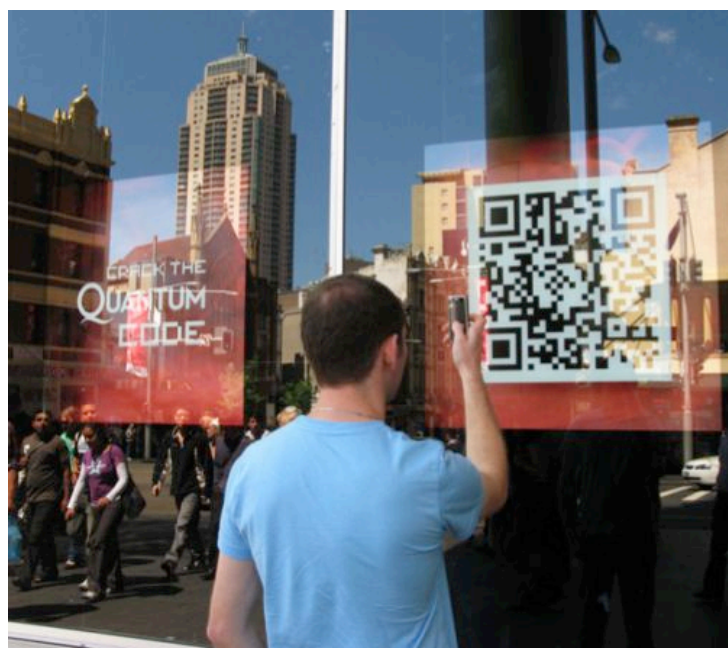
Leveraging the 2008 Sony Pictures James Bond blockbuster, Quantum of Solace, “The Quantum Code” was the most successful SONY consumer electronics promotion EVER in Australia.

Harnessing a potent mix of everything from in-store POS and retailer-specific catalogue advertising to social media applications, technology blogs, QR Codes (used for the first time in a major Australian promotion and rebadged “Quantum Codes”) and live events, it smashed the already lofty sales records set by previous SONY film-based promotions (including The Da Vinci Code and Casino Royale) – in doing so, defying the crippling impact of the global financial crisis on the Retail Sector in Q4 of 2008.

#### Background

SONY knows in-store consumer promotions linked to major film releases work. The Da Vinci Code helped set new sales records in early 2006. Later the same year, Casino Royale performed even better. For Quantum of Solace we had to once more create a ‘best ever’ promotion - a steep task made even more formidable as the global credit crisis took hold.

The Agency was asked to create a consumer promotion that would engage consumers in the SONY brand by leveraging the blockbuster Sony Pictures release, Quantum of Solace – and to drive sales of SONY electronics



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products addressing set targets during the promotional period. A significant task as each entry requires the purchase of a SONY electronics product, valued between \$200 and \$6,000 - not just a \$2 chocolate bar or soft drink.

### **Campaign Strategy**

The Agency implemented a 2-stage strategy that united a deeply engaging brand experience with a powerful, yet simple, consumer promotion at the point of purchase.

Stage 1 was a teaser phase, taking the form of an Alternate Reality Game. Through the use of QR Codes (which we rebadged 'Quantum Codes' - new technology in Australia at the time) allowing consumers to live like a 00-agent via their mobile phones, as they assisted a mysterious female MI6 agent, Constance Newlove, in a series of intriguing spy missions.

Stage 2 began the moment Stage 1 ended and was seamlessly integrated thematically, visually and through the continued use of QR Codes - in this case, by scanning QR codes featured on in-store materials, consumers could double their chances to win a prize in a more conventional sales promotion/sweepstakes. Again, this was an Australian promotional first.

### **Campaign Execution**

During the promotional period, thousands of Australians lived in a 'world less ordinary' as a result of the Quantum Code campaign. The Quantum Code added an exciting new dimension to what was already a highly successful formula, by attracting a whole new audience of opinion-leading consumers and, in doing so, generating additional buzz, sales and brand kudos for SONY.

### **Campaign**

The Quantum Code was an outstanding sales and brand success for SONY and most successful promotional and sales generating campaign ever run in Australia for the Company.