

Best Business to Business Campaign



2009

GLOBE

Campaign Title:

3M Deal Or No Deal

Agency:

Blue Chip Marketing (Manchester), UK

Client:

3M UK PLC

POST-IT NOTES TELL THE BANKER WHERE TO STICK IT

A partnership with Channel 4's hugely popular Deal Or No Deal delivered the breakthrough 3M were looking for as they faced a relentless squeeze from own label competitors. Building on a successful track record of licensed partnerships that had transformed marketing in the office channel, the Deal Or No Deal campaign engaged more of 3M's consumers than ever before.

Free Plays with every pack and instant cash rewards delivered a healthy 6% sales increase in a declining category. Marketing Communications Manager, Alison Bryant, believes "the link with Deal Or No Deal helped us reach our growing male audience for the first time and the promotional theme "Tell the Banker Where to Stick It" was the perfect link between brand and property".



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Silver

Campaign Title:

Europe is only a Heartbeat Away

Agency:

Kaleidoscope Marketing Communications Australia

Client:

Emirates

Overview

A fast-growing international airline with one of the youngest fleets in the sky and more than 400 awards for excellence worldwide, Emirates is one of two key corporations in the Emirates Group. The other is Dnata, one of the largest travel organisations in the Middle East with over 8,000 employees handling passenger, cargo, ramp and technical services for numerous airlines at Dubai International Airport.

Emirates and Dnata are committed to providing their clients and customers with the highest possible level of professional service as they continue to expand the airline and position Emirates as the leading choice of travel between Australia and Europe.

With independent research showing consumers wouldn't sacrifice their holidays despite the increasing credit crunch, a trade campaign was developed to promote authentic travel to Europe and inspire people to explore new cultures and local experiences when they travel.

With the additional mandate to continue to educate and drive home Emirates' key point of differences in its products and services to a trade audience to drive sales, create engagement and generate excitement with the travel trade for their latest destinations campaign – 'heartbeat'. Kaleidoscope developed a cost-effective business to business campaign – "Europe is Only a Heartbeat Away" – that showcased Emirates as 'owning Europe' from an Australian flight / travel perspective whilst connecting with travellers through their philosophy of 'keep discovering' – further driving the goal of promoting authentic travel to Europe.



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Campaign Background and Objectives

Emirates have identified a need to incentivise and reward their trade audience. The majority of their business flows through travel agents and the pressure on the consultants to deliver more for less has become more prevalent due to airlines slashing commission structures. It has been identified that business to business programs structured in the correct way deliver sustainable return on investment for the airline. The three primary objectives of the promotion included the following:

- To 'own Europe' from an Australian flight travel perspective (both consumer and trade);
- Connect with travellers in a powerful way to the philosophy of 'keep discovering';
- The development and implementation of a fully integrated business to business campaign; and
- Create an engaging trade promotion to ensure enthusiasm throughout the entire campaign.

Campaign Strategy

An intrinsic understanding of the travel trade environment and target audience was paramount in setting the strategy for this campaign.

A high frequency chance to win campaign was developed providing travel agents with multiple chances to win over the promotional period. This allowed Emirates to deliver more reasons to communicate with their trade audience, announce new prize opportunities and past winners details.

It incentivised travel agents to register at the start of the activity but also allowed travel agents to compete should they join half way through the campaign and rewarded them for providing feedback at the end of the campaign

The communication strategy was founded from a consistent customer facing campaign developed by Saatchi and Saatchi. From this base we tweaked the formats for a trade audience and provided a structured edm campaign and backed up by tiered POS kits (depending on size of outlet) and sales team sell in tools.

The promotional prizes included:

Registration Reward: 2 x economy class tickets to Dubai (1 prize nationally)

Weekly Reward: A "European themed" Experience valued at up to \$500 with prizes including a chocolate tasting experience; a wine and cheese appreciation experience; a pizza making essentials experience; a premium beer tasting experience; a European wine appreciation experience; and, an olive oil appreciation experience – all designed around the theme of Europe and the 'Heartbeat' campaign. (8 weekly prizes in total)

Grand Final Reward: 2 x business class tickets to Europe (4 in total – 1 per State)

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Bonus Completion Reward: 2 x business class tickets to Europe (1 prize nationally)

Promotional Concept

“Europe is Only a Heartbeat Away”

Campaign Execution

The overall campaign execution was structured on the following schedule:

Direct Marketing: Travel agencies around the country were targeted through a direct marketing email blast that was personalised to each store as a teaser to inform them about the campaign, then contacted again one week later with details of the campaign and to register to participate (call for registrations). Once registered, travel agents received weekly emails to maintain the momentum surrounding the campaign as well as with additional incentives to keep them engaged with the overall promotion.

Advertising: Trade press were targeted to further promote the campaign to travel industry.

Point of Sale Collateral: POS communication kits were sent out to agencies nationwide segmented by their potential to generate ticket sales. The communication kits were designed around an Emirates ‘Heartbeat’ branded package box with information regarding the promotion, A4 posters, trade presenters for staff rooms, and post-it note blocks as a reminder tool.

Sales Blitz Collateral: Additional collateral was also supplied to participating stores including branded polo shirts, A1 posters, and pull-up banners.

Incentive Micro-site: Consultant visited <http://emirates.carbon5.com.au> register as well as log weekly sales.

Login: bob@carbon5.com.au Password: p

Campaign Results

Campaign results are confidential

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Bronze

Campaign Title: ICICI Bank Talkies on the Move

Company:
ICICI Bank Ltd
India



'Talkies on the Move' is a unique B2B campaign wherein a branded, luxury bus goes to the market place and invites our agri traders to watch entertaining and informative movies on our product eWRF, in the comforts of the air-conditioned bus.

From an Agri B2B customer point of view, the 3 most important criteria for a campaign are Time, Convenience and Experience. 'Talkies' goes at his doorstep and presents the brand proposition of 'Ease' through crisp, yet entertaining audio visual presentations followed by interaction with the sales team. We thus offer him convenience and save him the travel time to our Branch/office/any other venue.

It also offers a multiplex-like experience to this small-town agri trader who may have never been to a multiplex before. Made at a cost of \$11,000 (Rs. 550,000), Talkies generated business worth \$0.42mn (Rs.21,00,00,000) making it a truly effective B2B Marketing Campaign.