

Best Brand-Building Campaign



GLOBE

Campaign Title:
KOOL Discovery

Agency:
OgilvyAction Japan

Client:
British American Tobacco Japan

What do you do when faced with a megabrand, one who is determined to dominate and own the fastest growing segment in the marketplace, which happens to be your only segment?

When you don't have the budget to fight back against direct attacks with shouting, you need a clever way to undermine the big corporate players and trigger consumer's desire.

KOOL Discovery was the solution - a creative, edgy, streetwise, anti-corporate campaign to link with consumers in a way that pioneered a brave new way of communications and a new wave of respect.

Consumers and trade rallied, supported, embraced, and KOOL came out as the urban hero, capturing hearts, minds, chatter and of course sales, racing ahead of the competition, and creating the best problem - selling out of stocks.



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2009

Silver

Campaign Title:
Maxwell House "Brew Some Good"

Agency:
OgilvyAction Canada

Client:
Maxwell House



Background & Insight

Maxwell House coffee brand was suffering from a stagnant market and perceptions as a dated coffee brand. Users showed little loyalty and switched easily with lower priced offerings such as Folgers or Tim Horton's, the latter of which was a fairly new and novel entrant into the grocery coffee aisle.

The new 100% Arabica formulation gave Maxwell House much needed news and a reason to reconnect with our consumers. The target has a strong commitment to both family and their community; she believes that the good, honest, simple things make life richer. She does good every day and believes that she can make a difference.

The Maxwell House 360 team saw the opportunity to build new meaning into the brand – to make it stand for something more than just coffee.

Campaign Objectives

- To reawaken the Maxwell House brand and communicate the launch of the new 100% Arabica formulation.
- To increase sales of the new Maxwell House coffee by promoting a spirit of optimism to inspire the consumer and to reflect what they believe in.

Campaign Description

Maxwell House literally brewed some good with their new coffee and wanted the target consumer to take note of this product improvement; but far beyond that, we wanted to "brew some good" by doing and inspiring positive acts. From offering magazine readers nice notes to clip off the page to

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leave for a loved one in the morning, to making a \$100,000 donation to Habitat for Humanity and giving most of the TV budget away to good causes. Maxwell House walks the walk and encourages consumers to join them. Internally we think of it as a 'bottomless can (or cup) of optimism' and in a time full of countless worrying issues there's a big space for this voice.

The Agency saw every bit of this campaign as an opportunity to be uplifting and to take some kind of positive action. Given that the target is no-nonsense, down-to-earth, optimistic women who look to do "good" for society through little acts of good day to day – the fit felt just right.

Execution

The campaign kicked off with "On the House", a day that generated massive media coverage. We gave away over 9,000 subway tokens to pleasantly surprised commuters and enlisted superstar Chantal Kreviazuk to busk outside a subway station for Habitat for Humanity in Toronto, while Quebec phenomenon Pascale Picard sang close to a Montreal Metro station.

Commuters enjoyed oceans of free coffee through our guerilla-style sampling program-- -the ultimate demonstration of the impact of 100% Arabica beans.

Maclean's magazines were given away at the kick-off event and featured the first print ad on the popular good news/bad news page. (For the first time ever they allowed ads in this space, which added more quirky good news in 12 consecutive issues).

In coordination with Breakfast Television, a full sampling team equipped with Mobile Vending Units and Jetpacks was sent to participate in the BT Fan Appreciation Day Event at Dundas Square from 6:00am to 9:00am on August 13th

Coffee sampling and tokens delivered the "Brew Some Good" message. This event drew even further media and PR coverage.

To continue the momentum, the Agency followed up with a guerilla-style event outside of Union Station.

Maxwell House sponsored Habitat for Humanity with a significant donation and also featured them prominently on brewsomegood.ca. Visitors to the site could read about Maxwell House's partnership with Habitat and click through to their site to donate or learn more.

The Campaign was a highly novel approach for TV – "We're giving away the TV budget". After a bare-bones TV spot production (directed by the Agency eliminating every possible production 'frill', with a \$19,000 end result for the launch spot), there was \$210,000 left. The Agency asked the targets to tell us where to spend it by nominating individuals and/or groups who do good in their communities on brewsomegood.ca. Over the course of the campaign, a number of our recipients were featured on subsequent TV spots.

In the weeks following the kick-off, the Agency employed guerilla sampling at various locations in 4 major markets (Montreal, Toronto, Calgary and Vancouver). Maxwell House coffee was brewed at the Mobile Vending Units which offered great presence. Team members roamed nearby with Jetpacks filled with coffee, offering passersby a free sample along with a coupon, while also delivering the "Brew Some Good" messaging.

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Consumers were driven online from all touchpoints (TV, sampling, BT sponsorship, etc.) to nominate individuals and/or groups who “brew good” in their communities for an opportunity to receive one of the twenty-one \$10,000 awards from Maxwell House.

Recipients were featured on the site as they were awarded.

The website also featured key messaging about the new 100% Arabica formula, a community message board and an opportunity to sign up for our newsletter. Additionally, people could start every day with good news by downloading our smiling coffee-cup widget with an RSS feed of uplifting stories and “brew gooding” tips.

Every piece of communication was in graphic harmony ensuring consistent brand messaging across all touchpoints --- a true 360 experience.

Performance Results

Results have been outstanding, for a campaign that’s been noticed and applauded around the world.

Post-tracking 3 months into the campaign showed notable impact in terms of breakthrough, brand exposure, and effects in the areas of brand dynamics and brand equity.

Web visits have been tracking 20% - 50% above the anticipated range.

The PR results surpassed all goals and industry standards with over 1,000,000 audience impressions and 203 stories -- including 66 television news segments.

Other results are confidential.

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Bronze

Campaign Title:
Pringles Express Yourself

Agency:
Grey Group - Hong Kong

Client:
Procter & Gamble China



A Summary Statement

An inspirational integrated campaign strikes the winning note in a category which was cluttered with various brands, its organic growth slowing down and its consumers spoilt by promotions and bargains, Pringles came up with a stunningly integrated campaign that captured the hearts of a new generation of Chinese consumers, reinvigorated the category, accelerated the brand's growth... and even enabled it to charge a premium price.

Bare survival was the accepted wisdom in the category when Pringles rewrote the rules by achieving a dramatic growth at +38%, when the market has only been growing at a mere 3%. Pringles made this happen by building a brand that truly stands for the spirit of Generation Y in New China with an inspirational campaign based on the theme that "Pringles inspires you to express yourself freely". With a hike in both brand awareness and trials, Pringles achieved spectacular profitable growth with a 38% increase in the value share of snacks, a 41% rise in the value share of potato chips and a 50% boost in volume.

Campaign Background and Marketing Objectives

Setting demanding goals to cut through the clutter

With a population of 1.3 billion, China is undeniably a priority market for international food brands. In particular, China is one of the largest salted snacks market in the world. The younger generation of snack lovers, born in the 1980's, has been one of the key drivers for the growing consumption of salted snacks. However, the potato chips category (53% of the snacks market) has seen its growth slow down to +3% annually.

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The market dynamics make the going tough for smaller brands or late entrants. For example:

- The salted snack category is over-cluttered with competitors, ranging from local brands like Wang Wang to established international giants like Lay's.
- As sacrificing brand margin to gain market share has become the rule of the game, competition is cutthroat, with daily promotions and price-offs. Chinese consumers are accustomed to hunting for bargains or promotions whenever they go for a purchase.
- It has always been tough for smaller brands to survive because consumer attachment can be easily swayed by new product or flavor introductions – which can occur almost weekly.

In the potato chips segment, Lay's is the market leader with the lion's share of 70%. Lay's floods the shelves in the stores with countless variants of flavors and sizes in order to offer the consumer every possible choice. Rival Pringles, on the other hand, has been a weak contender compared to Lay's in terms of brand awareness, market share, media share of voice, choices of flavors and the perception that Lay's is "young and fun". Given that Pringles' retail price is 50% higher than that of an ordinary chips, the brand has also suffered from the perception that it is NOT a "good value" brand because of its premium price position.

So Pringles was facing two huge challenges in its bid to raise its game:

- How to make Pringles a favorable brand in consumers' eyes – particularly those of the younger generation;
- How to win consumer acceptance that Pringles is worthy of its premium pricing.

Pringles was determined make 2008 the year it achieved a significant breakthrough by setting four demanding marketing objectives:

- Accelerate profitable growth in value share and business turnover
- Strengthen brand awareness and trial
- Build strong brand acceptance among Chinese Gen Y
- Establish a strong presence in the cluttered retail environment dominated by numerous competitive brands

Campaign Strategy

The new generation emerges

Born in the post 1980's when China started shifting from a top-down culture that encouraged conformity to the new one that cherishes individualism, the Chinese Y generation wants to stand out as individuals with their own identity. In their 20's, and born under the Single Child Policy, they are willing to spend and eager to enjoy a lifestyle very different from that of their parents. For instance:

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- They love to snack and share with his peer group.
- Being the only child of the family, they are keen to get connected, preferring to use the internet as it opens them up to a boundless sea of information and lets them enjoy virtual experiences rooted in the latest trends.
- They are not just receivers who download from the internet, but also content generators who create and upload.
- They have grown up with a Rising China, and are proud to be a Chinese as the country takes its place in the new international world order – as witnessed by the hosting of the 2008 Olympic Games.

Creating innovative ways to connect with the target market

With the brand facing a relatively small advertising budget and little space on the packed retail shelf, the resulting integrated campaign in 2008 was tightly targeted. It did not stop at presenting Pringles merely as a high quality snack for Chinese Gen Y, but pushed further ahead to bond with our targets in daily life by celebrating their individualistic aspiration. The goal was to build the Pringles brand on solid foundations with rising brand equity, by using innovative marketing and communication techniques which chimed in with the lifestyles of Generation Y.

Campaign Concept

The uniquely Gen Y insight

In the journey of seeking their own identity and making social connection, the Chinese Gen Y aspires to express themselves freely in their own world. Internet is one of their favorite channels to express and fun is the preferred manner to connect.

Based on this eye opening insight, the driving idea aims to connect Gen Y with the Pringles' equity of "irresistible snacking experience".

Driving Idea: Express Yourself Freely

Pringles is positioned as the hero who inspires the irresistible fun of expression in both the virtual world and the cyber space with the delicious taste of Pringles chips. Based on this campaign platform of "Express Yourself Freely", the spirit of Gen Y was brought to live by Pringles in 2008 from product packing innovations, TV and in-store advertising, online event to promotional initiatives.

Campaign Execution

Initiative 1: "Express Yourself" Online Original Music Competition

In January 2008, Pringles started the season with the-first-of-its-kind "Express Yourself" original music competition through the branded website Pringlesxyz.com. This offered an online platform for Gen Y's to express their talent through creating original music and to share it with their peers. By championing originality and the sheer enjoyment of self-expression, the online initiative

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successfully built a close bond between Pringles and Gen Y consumers who shared a passion for music and fun.

The virtual event was brought to life as Pringles hosted mini concerts in different top cities for winners who were selected by a professional panel of judges and digital voting, aiming to strengthen engagement with Gen Y consumers through the fun of live music in trendy bars and clubs. Multi-media publicity was leveraged and broadened by inviting guest celebrities to perform together with the Pringles winners.

In the retail stores, Pringles conducted consumer promotion with product code printed on pack and consumer could use the code to vote online. The number of digital votes was brought to a climax in June-July 2008 with an online voting contest for the best of the best.

Initiative 2: “Express” New Year Special Edition Pack

During the festive Lunar New Year month, Pringles celebrated the traditional Chinese New Year in a Gen Y manner by launching a uniquely designed “Pringles Graffiti” pack, symbolizing freedom of expression. A TV ad – “Express Yourself Freely to Celebrate Chinese New Year” – was introduced to boost awareness of the festive pack and the brand equity of “individualistic” and “fun”.

Initiative 3: “Express” Fusion Flavors Launch

Based on the Gen Y’s favorite fusion trend of an innovative and appetizing blending of tastes, the new Pringles “Fusion” flavors like “Spicy Masala Chicken”, “Thai Basil al Ajillo” and “Milky Shoyu Butter” were introduced to entice trial by more adventurous Gen Y snack lovers. The new flavor series was launched by the “Express Your Taste” promotion campaign with full-scale support in retail stores, including eye-catching displays and advertising, to prompt impulse purchase.

Results

The results have been remarkable: Pringles’ business has been growing significantly faster than the market during 2008.

Share and revenues soar.

Accelerate profitable growth in value share and business turnover

- Pringles significantly outperformed the market (total market annual growth at 4%) with a 38% increase in value share of snacks and a 41% increase in value share of potato chips.
(Source: Business score card by P&G; Retail Audit by AC Nielsen)
- It exceeded the 2008 turnover target by 50%.
- Shipments accelerated by 32%.
(Source: Business score card by P&G; Retail Audit by AC Nielsen)

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Brand breakthrough

- **Strengthen brand awareness and trial**

Pringles has effectively utilized the limited market budget to raise brand awareness and consumer trial significantly:

- Brand awareness improved by 8% to achieve 94% by the end of 2008.
- Past-three-month purchase incidence increased by 38%
(Source: Business score card by P&G; Retail Audit by AC Nielsen)

Creating close bonds with Gen Y

- **Build strong brand acceptance among Chinese Gen Y**

The Pringles Original Music Campaign successfully strengthened bonding, as shown by key performance indices being considerably exceeded:

- 140% increase in the number of contestants compared to target.
- 67% increase in the number of registered members compared to target.
- 96% increase in the number of votes compared to target.
(Source: G2 database)

Gaining a strong presence on the shelf

- **Establish a strong presence in the cluttered retail environment dominated by numerous competitive brands**

Pringles has become a stronger contender in the retail environment, showing notable gains across key measures of effectiveness at the retail level.