

2008 Grand Prix: A05 Financial Products & Services

MMS: AMF Pension

Forsman & Bodenfors, Sweden

Innovative Media Strategy:

During the autumn of 2007 a new pension election for young, privately employed workers took place. The challenge was to find media that were not only brand building but also action-generating. By looking at the target audience's media usage, we decided to focus on a campaign with the mobile phone as the primary communication channel for interaction. The more conventional media channels focussed on marketing the usage of the mobile phone.

Creative Execution:

TV ads: Famous young Swedish people, portrayed as seniors, invited you to send an MMS text message with your picture in order to see how you might look as retired. Banners and outdoor posters were also used to spread the message. One part of the outdoor campaign used a technique called 'Lenticular printing', which made the face on the poster change from young to old depending on which angle you were watching it from. In addition to using the mobile phone, you could upload your picture at a website - and also look at other people's transformations in a gallery.

Target Audience:

The primary target audience for the election consisted of young, privately employed workers living in big city regions. Focus groups showed that their interest in their pension funds were more than limited. By analysing their lifestyle and media habits we found that they were active and interactive persons. Their interests were focussed on social activities where friends and networking is important. They are used to new technology and it is a natural part of their upbringing. Internet and the mobile phone has been with them since they were teenagers and plays an important part in their lives.

Effectiveness:

322,946 pictures sent via MMS. Goal exceeded by 546%. Doubled number of visitors at campaign site. Advertising awareness increased by 33%. Preference of AMF quadrupled during campaign. Awarded 'Best Mobile Campaign in the World' at Global Mobile Awards in February 2008.

2009 Gold: C08 Retail And E-Commerce

Walmart: Sustainability

Mediavest, USA

Insights, Strategy and the Idea:

Walmart's agency partners were tasked to elevate its green image and help drive sales of sustainable products, including 100MM compact florescent light bulbs – the equivalent of one bulb for every two of Wal-Mart's 200MM shoppers. The Wal-Mart Mom wants to make a difference in the environment to protect her family's future, but she views green options as too expensive for too small an impact. We needed to demonstrate that choosing greener options can be easy, accessible and affordable – not a radical change in lifestyle. Saving the world is too overwhelming to do alone. Our strategy was to quantify the environmental impact of 200MM Wal-Mart shoppers working together to make small, everyday changes. We aimed to put every change she made into context while showcasing quality sustainable brands to increase "green" credibility for Wal-Mart.

Creative Execution:

Online, we created 2 custom widgets on mom-targeted social networks. The "Make the Pledge" widget publicly committed moms to change and quantified the impact of all the moms pledging together. The "Plant a Tree" widget planted a virtual tree on moms' profiles and we planted a real tree for every 10 virtual trees. We produced original content - tips, polls, articles - that linked back to Wal-Mart brands. We recruited 25 moms to blog about the changes they made, what they learned, and how their families reacted. Our creative demonstrated that the impact of all 200MM Walmart shoppers changing together, would be the equivalent of taking 111MM cars off the road, or eliminating 130MM pounds of chemical waste. On TV, we partnered with NBC Universal to extend the campaign with celebrity PSAs. In print, we created a recyclable custom 16-page insert showcasing green brands.

Results and Effectiveness:

We doubled our sales goal of compact florescent light bulbs, and the energy saved was the equivalent of taking 3 power plants off the electrical grid. Media support drove a +16% lift in Wal-Mart's association as "the place to buy sustainable products." Our social network widgets drove 12 million page-views and over 400,000 users. Moms planted 470,000 virtual trees, so Walmart planted 40,000 real trees. Our rate of participation and viral pass-along was 50% above industry benchmarks. Print achieved an average recall of 78% (vs. 58% norm) and our ad ranked in top 5-10% of ads recalled across all publications.

2009 Gold: A09 Best Use of Special Events and Stunt/Live Advertising

Football Federation: Australia: The Missing "H"

Lowe, Sydney

Insights, Strategy and the Idea:

The target audience were not true football fans but rather the broader group of sports loving Australians who are fickle when it comes to deciding what matches they go to; tending to only make an effort to attend "draw card" games. The real barrier was that they simply didn't care about Ghana. Ghana was an unknown country at the other end of the earth with no meaning, no personality and no face. We had to do something that made them feel connected to the opposition team. Ticket sales had reached a plateau with patriotic Aussies, so any insight that could drive ticket sales with our broader target was considered relevant by the client. For our target audience, igniting some personality into an opposition team they had never even thought about was a highly novel way to focus their attention on what looked to them like a non-event match.

Creative Execution:

Our solution was to turn the usual sports marketing paradigm on its head. Rather than focus on garnering support for Australia we focused on making Ghana the focal point. Our idea was to create a fake Ghanaian fan club, intent on spelling the word 'GHANA' on their chests. But due to the lack of Ghanaians in Australia they couldn't find a fifth member, and were hence missing the "H". So we sent them onto the streets of Sydney, where they appealed to the public to attend the game and be their missing "H". While our idea began as a piece of ambient media, the interest it generated meant that it channelled into other forms of media, such as online blogs and live television e.g. interviews on national news programmes.

Results and Effectiveness:

In just 24 hours the Ghanaians' appeal snowballed into a national TV news story, with interviews on various morning shows and primetime news segments around the country. They were also the topic of discussion on numerous blog sites around the globe. In under 48 hours the Ghanaians had been exposed to hundreds of thousands of people, giving the FFA \$250,000 worth of media value for a budget of only \$15,000. And all of this translated into a 50% increase in ticket sales in only three days. With the profile of football in Australia still growing, any results that indicated support for the game was immensely important for the FFA, who are currently driving Australia's bid to host the 2018 FIFA World Cup.

2009 Gold: A06 Best Use of Outdoor

AEG: The World Is Noisy Enough

BBH, London

Insights, Strategy and the Idea:

Car alarms waking you in the middle of the night. Road-works and ring tones have become the soundtrack to your life, while when you get home your washing machine is so loud that you have to use your headphones to listen to the TV. With this in mind, AEG engineers built the Silent Laundry range. However, consumer research showed that noise is not such a crucial buying criterion until the moment people are reminded of the nuisance of noise in city living. In response to this insight, the role of communications would be to amplify the issue of noise and to make it a subject of every day city conversations; in the taxi, by the water cooler or at the dinner party.

Creative Execution:

Armed with handheld decibel meters, we discovered the noisiest locations across Europe. We embedded the decibel meters into large posters and digital screens displayed the constant noise levels in real time. To fuel the noise argument, we live-streamed the noise data to our noise-awareness website where consumers could compare the different noise levels across the cities. To get the major media to take notice of the story during the European Union's Noise Awareness Day we approached influential blogs with high quality videos and photos of the noise posters and interesting incidents caused by the interactive posters (i.e. London poster urged club owner and school kids to join forces against noise in Old St, London). To target major retailers at Eurocucina, Europe's biggest appliance fair, we placed a decibel poster en route from their hotels to the fair, while also providing maps and info packages at their rooms.

Results and Effectiveness:

Major blogs picked up the story and delivered 10 million posting views for free. Major print titles covered the story. While in Spain, the story made it to the prime time TV news! (Overall media value of free editorial coverage: €20m). 45% of those who came into contact with the campaign were more likely to think about noise when they were next buying an appliance whilst 35% would consider AEG (Pan European monthly brand tracking). The only media cost to AEG was that of buying 5 posters across Europe locations for a month.

2009 Gold: A04 Best Use of Magazine

Lexus RX: Reinventing The Magazine

Team One, USA

Insights, Strategy and the Idea:

First launched in 1998, the Lexus RX established the category of luxury, compact SUVs. Eleven years later, it was beginning to lose its edge amongst the competition. To launch the all-new, 2010 RX, we needed to reinvent a distinctive point of view. Our target – affluent, busy parents in their mid-30s to mid-40s -- like technology, but don't necessarily like, or have the time, to figure it all out. We decided to frame the features and systems of the car as attributes that relate directly to the way people really live their lives. In other words, completely inspired by the driver. When it came to print, Lexus needed to act, not just talk, in a way that conveyed a deep appreciation of the consumer as a unique individual. So to celebrate a driver-inspired vehicle, we created a reader-inspired magazine.

Creative Execution:

To bring the idea of the unique driver to life, we didn't simply put ads in a magazine – we created a new magazine. A multi-platform, first-ever, reader-customized magazine named “mine”. We partnered with Time, Inc. to offer readers self-selected content from eight Time, Inc. publications. In-book and online promotional units across Time, Inc. properties drove readers to a signup website, where they could easily select their content and delivery format: print, digital, RSS feed via downloadable widget, or mobile reader. Once selected, the first of five “on-demand” issues reached the reader in just 2-3 weeks. As the sole advertiser, the four Lexus RX ads in each of the five issues were also customized to the subscriber, based on information they supplied at sign-up. The capacity to create over 4 million unique ads, with no two issues alike, is what makes “mine” so remarkable.

Results and Effectiveness:

At the time of submission, the “mine” program had just launched, having been in market a mere two weeks. But the response has been phenomenal: 85% fulfillment (goal was 95% at 3 months), with 17% opt-in for more information on Lexus (compared to a benchmark 9%). The news media has reacted with similar enthusiasm, with over 500 media outlets reporting on “mine”, generating 235+ million media impressions. Since launch, dozens of marketers have contacted Time, Inc. to see how they can participate in this groundbreaking reinvention of the magazine platform.

2009 Gold: A10 Best Use of Internet

Burger King: Whopper Sacrifice

CP+B, USA

Insights, Strategy and the Idea:

Burger King tasked us with building a campaign that demonstrated how much America loves the Whopper, BK's flagship hamburger. We started by asking ourselves, what would people give up in favour of the Whopper? The insight came while looking at Facebook. We realized that people have far more Facebook friends than real-life friends. Why? What is the value of these internet friendships? Would people be willing to delete some of these childhood buddies, ex-lovers and random co-workers, if they just had a good excuse to do so?

Creative Execution:

To answer the brief, we built an application on the social network, Facebook, to test if people love the Whopper more than their friends. The challenge was simple: Sacrifice (delete) ten of your Facebook friends and receive a free Whopper. There was one twist though; each friend you sacrificed would be notified of your actions, meaning your entire network would know that you chose flame-broiled meat over friendship. Instead of using bought media to spread our message, we utilized an entire social network looking for an excuse to delete part of their friend list.

Results and Effectiveness:

The campaign launched on January 5th and in only ten days over 80,000 users added the app to their profile. On January 15th, with 233,906 friends having been sacrificed, Facebook requested that we take down the application after becoming uncomfortable with the sheer number of participants who were deleting friends. After the application was removed, free media impressions jumped from 13 million to 32 million as reporters, bloggers, and Facebook users all asked "Why did it end?" As a result of the campaign, Burger King awarded 19,236 free Whopper coupons.

2009 Gold: B01 Best Use of Mixed Media

Gillette Mach 3: To shave Or Not

Mediacom, India

Insights, Strategy and the Idea:

The Indian man's traditional shaving device, the double-edged razor, could not be dislodged by newer and better shaving systems like the Gillette Mach3. The Gillette Mach3 is 10 times more expensive, and, despite being able to afford it, Indian men did not consider shaving to be a significant enough activity to justify such a premium. As a result, after a decade of presence in India, Gillette Mach3's trials and sales were flat. For men to rationalize the price premium and switch to the Mach3, the real challenge lay in combating men's inertia and indifference to shaving. Our insight was that we needed to spark a national debate, recognizing Indian men's love for voicing their opinions on everything. We needed to get shaving out of the bathroom and into the living-room, chat-rooms and conversations. We developed a platform for the campaign: "India Votes... to shave or not".

Creative Execution:

First, we piqued the nation's interest by commissioning the first ever Nielsen survey on the country's attitudes to shaving. Research highlighted a series of controversial points. Were clean-shaven men more successful? Did the nation prefer clean-shaven celebrities? And the big one: did women prefer clean-shaven men? The provocative results created immediate interest and hit primetime news. As expected, people were ready with their point of view! And the Great Indian Shaving Debate was on. For 8 weeks, leading TV news and radio stations ran celebrity interviews, panel discussions and news stories. Newspapers and men's magazines carried editorial features and reader polls. In a PR event, Bollywood stars shaved off their famous stubbles in front of the media. Live polling conducted in malls, gyms, cinemas and offices kept the debate raging, and offered men a chance to trial the product. All media directed people to www.toshaveornot.com to cast their vote.

Results and Effectiveness:

A record sales increase of 38%. Awareness doubled! Trial increased by 400%! Market share increased by 35%. And 12.2 million Indians voted for a clean shave. "The program has been a very innovative, business building program that has had impact on brand equity and trial. An inspiring combination of educating and entertaining the consumer. This program has helped Gillette achieve leadership in the blades segment". - Sumeet Vohra, Marketing Director, P&G India "Well done. Great idea and excellent execution. Clearly a big driver of the record Mach3 share". -Shantanu Khoshla, Managing Director, P&G India