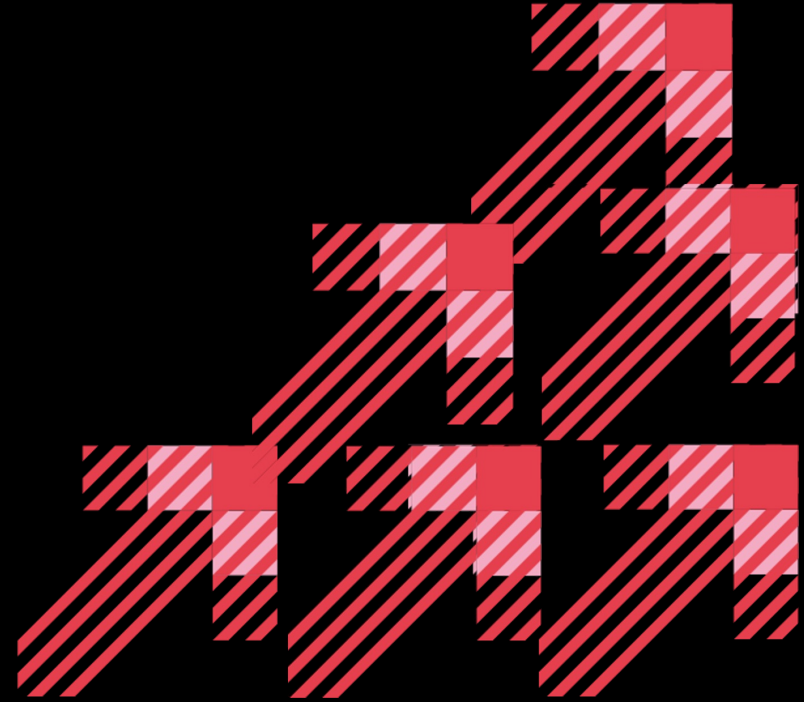


THE  
**Ogilvy**  
*Asia*

# BOOK OF GROWTH

APACEFFIE WINNERS & FINALISTS EDITION

2022



**OUR MISSION:  
TO BE THE  
BEST CREATIVE  
PARTNER FOR  
GROWTH**



**BY INSPIRING  
BRANDS  
AND PEOPLE TO  
IMPACT THE  
WORLD**

# Let's celebrate the power of #borderlesscreativity, driving impact for people, brands and the world we live in.

Dear Clients, Friends and Partners,

As we mark the 2022 APAC Effie Awards, the ultimate standard of creative effectiveness in the region, we want to celebrate the winning work, the thinking and teams behind them, and share them as inspiration for all.

Winning 4 Golds, the much-coveted Grand Effie, as well as Agency of the Year and a 4<sup>th</sup>-in-a-row Network of the Year is testament to Ogilvy's unstinting focus on creative effectiveness, and our mission to be our clients' best creative partner for growth.

It is also a demonstration of the power of Ogilvy's Borderless Creativity to find new solutions in a changing and increasingly challenging world. Our award winners all have in common multiple skillsets and capabilities intersecting, to create truly original and hard-working ideas.

As a collection they offer insights into evolving models of creativity and effectiveness, powered by the unique culture, diversity and energy of Asia – blending traditions with progress, purpose with commerce, and human insights with the power of technology.

The Grand Effie-winning 'Not Just a Cadbury 2.0' also won a coveted Titanium at Cannes Lions 2022 and is an inspirational breakthrough of borderless creativity. By innovating at the intersection of AI, deep-fake technology and hyper-personalisation, it created advertisements featuring the Bollywood star, Shah Rukh Khan that doubled as ads for Cadbury as well as thousands of local retailers impacted during the pandemic. Seamlessly blending the idea with tech, brand with culture, purpose with sales, and data with media into a program that drove impact and sales right across the funnel.

We want to take this opportunity to express our recognition and gratitude to our teams and our wonderful client partnerships that make the creation of award-winning ideas possible day after day, brief after brief, year after year.

Visit <https://www.ogilvyasia.com/> for a broader selection of our latest thinking and work.



**Ogilvy**

**Benoit Wiesser**  
Senior Partner, Strategy  
& Effectiveness, Ogilvy Asia





**Awarding Ideas  
That Work.®**





# OUR WINNERS & FINALISTS



## GRAND EFFIE

**Ogilvy Mumbai**  
[Not Just a Cadbury Ad 2.0](#)  
 Mondelēz India



## GOLD EFFIE

**Ogilvy Mumbai**  
[Not Just a Cadbury Ad 2.0](#)  
 Mondelēz India (Crisis Response/  
 Critical Pivot - Products)

**Ogilvy Mumbai**  
[Not Just a Cadbury Ad 2.0](#)  
 Mondelēz India  
 (Engaged Community)

**Ogilvy Mumbai**  
[Not Just a Cadbury Ad 2.0](#)  
 Mondelēz India  
 (Seasonal Marketing)

**Ogilvy Sydney**  
[Waking Aussies Up to Goodness](#)  
 Nestlé Australia  
 (Asia Pacific Brands)



## SILVER EFFIE

**Ogilvy Gurgaon**  
[Inverting Conventions to Win](#)  
 Coca-Cola India (Seasonal Marketing)

**Ogilvy Mumbai**  
[Stop the Beauty Test](#)  
 Hindustan Unilever (Positive Change:  
 Social Good – Brands – Products)

**Ogilvy Taipei**  
[IKEA Dollar Catalogue](#)  
 IKEA Taiwan (Household/Home  
 Products & Services)

**Ogilvy Sydney**  
[The Long Game: KFC's Bucket Hunt](#)  
 KFC Australia (Shopper & e-Commerce  
 Marketing)

**Ogilvy Singapore**  
[Please Arrest Me](#)  
 RIT Foundation (Positive Change:  
 Social Good – Non-Profit)



## BRONZE EFFIE

**Ogilvy Gurgaon**  
[Inverting Conventions to Win](#)  
 Coca-Cola India (Asia Pacific Brands)

**Ogilvy Sydney**  
[Disconnect Screens to Connect to Country](#)  
 Common Ground (Experiential Marketing – Services)

**Ogilvy Sydney**  
[Disconnect Screens to Connect to Country](#)  
 Common Ground (Youth Marketing)

**Ogilvy Sydney**  
[The Long Game: KFC's Bucket Hunt](#)  
 KFC Australia (Experiential Marketing – Product)

**Ogilvy Sydney**  
[How AAMI Went to No.1 From the Mucky Middle](#)  
 Suncorp (Insurance)



***WINNER***  
***THE GRAND EFFIE***  
***MUMBAI, INDIA***



*Cadbury*  
**Celebrations**

**Not Just A Cadbury Ad 2.0**





# Not Just A Cadbury Ad 2.0

We innovated at the intersection of AI, machine learning and deep-fake technology – to create advertisements featuring Bollywood star Shah Rukh Khan that doubled as ads for both Cadbury and thousands of local businesses impacted during the pandemic.

## EXECUTIVE SUMMARY

How does a brand become a lighthouse for its battered franchise with action, not just ads?

For Cadbury India gifting brand Celebrations, the breakthrough was to turn its campaign and budget into the most unlikely Diwali gift.

Faced with Covid third-wave, dampened Diwali festivities and sales, the ‘Not Just Another Cadbury Ad 2.0’ platform brought together the star power of Shah Rukh Khan (SRK) and hyper-personalization martech, creating a world-first in shared value marketing. It enabled thousands of small retailers to create personalized ads with SRK as their ambassador, driving a 7.3% uplift in brand consideration and a 35% sales growth.



[Watch case video here](#)

## 3 GOLD MUMBAI, INDIA



**Bhakti Malik**  
Senior Vice President  
Planning



**Ganapathy Balagopalan**  
Head of Strategic  
Planning



### Comms Impact

A total of **130K** unique videos were generated by people of the Not Just A Cadbury Ad for individual retail stores. Campaign set new benchmarks of engagements as it scored **60%** higher engagement on YouTube and **90%** higher on Facebook.

### Marketing Impact

Improved consideration for chocolate gifting by **7.3%** led by Cadbury Celebrations from 41% in Aug to **44%** in November.

### Business Impact

The campaign created tremendous demand that led to a sale of **33 million** gift boxes of Cadbury Celebrations. Business grew **35% over** 2019 Diwali against a target of **-10%** vs 2019.



## Waking Aussies Up To Goodness

We reintroduced a fast-fading breakfast icon brand to a new generation of Australians, by embracing plain substance in a world of superficial gimmicks.

### EXECUTIVE SUMMARY

A heritage brand trying to appeal to a younger audience isn't new. What is new is the way Uncle Tobys reinvented their 125-year-old brand. Resisting the temptation to double down on the brand's history, expertise and rational product claims, Uncle Tobys turned around their 'uncool' image by challenging what young Aussies think is 'cool'. Uncle Tobys changed the rulebook for heritage brands rediscovering their relevance, fundamentally changing the way young Aussies saw the brand, and providing a 29% incremental impact on sales. For goodness sake, that really is something to be proud of!

**GOLD**  
**SYDNEY, AUSTRALIA**



**Rachel Pool**  
Head of Strategy



**Ryan O'Connell**  
Chief Strategy Officer



[Watch case video here](#)

### Brand Impact

Active consideration for Uncle Tobys oats increased. Distinctiveness scores with the campaign's younger target audience to future-proof the brand also increased.

### Marketing Impact

Household penetration increased across the nation, getting back to the brand's previous highs.

### Business Impact

Market share grew beyond the target, protecting and cementing the brand's position as category leader. The campaign was also shown to provide a **29%** incremental impact on sales.



# Dove Stop The Beauty Test

We activated Dove's purpose in a locally-relevant way - challenging the nation to stop the confidence-sapping 'beauty test' rituals at the heart of India's match-making traditions.

## EXECUTIVE SUMMARY

90% of Indian women have arranged marriages. During matchmaking, they're treated like commodities, facing judgement based on their looks. Their self-esteem and confidence diminishing with every rejection.

'Stop The Beauty Test' was a movement against this 'beauty test' to fulfil Dove's purpose of making beauty a source of confidence for women.

The campaign helped elevate Dove's stature in a market where its brand health was threatened. It resulted in a significant improvement in brand imagery, a 10% increase in brand love and a 25% increase in consideration.

## SILVER MUMBAI, INDIA



**Abigail Dias**  
Senior Vice  
President Planning



**Ganapathy Balagopalan**  
Head of Strategic  
Planning



[Watch case video here](#)

### Comms Impact

Gathered **2M** organic views on launch day with 390M cumulative impressions and a cumulative reach of **200M** across FB, IG & Twitter. Earned PR value was appx. **USD \$340,150**.

### Brand Impact

Dove's "love" brand scores increased by **10%**. There was 20% increased on the parameter of 'brand going beyond money'. There was a **25%** increase in the metric "only brand I'll consider" and **15%** increase in overall consideration.

### Business Impact

Dove continued to **grow 20%** in urban markets. Dove hair care segment grew at **14%**, faster than the category **growth 10%**. While the rest of the premium shampoo category dropped market share, Dove gained **0.5%**.



# Please Arrest Me

We used the provocative impact of film to fight absurd with absurd, forcing India's Supreme Court to confirm a long-delayed hearing of a petition to criminalize marital rape.

## EXECUTIVE SUMMARY

India has over 230 million married women. Three are raped by their husbands. Yet marital rape is not a crime.

So, how does a 7-year-old NGO, 3 people strong, with limited support and resources force one of the oldest patriarchal institutions in the world, enshrined in law and entrenched by multiple judges, hearing after hearing, to finally break the silence?

This is the story of how 'Please Arrest Me' helped a tiny NGO reignite a dead issue, fight a huge and well resourced 'system' with all power in its hands - to give change, a long-overdue hearing.



[Watch case video here](#)

## SILVER SINGAPORE



**Sumegha Rao**  
Executive Strategy  
Director



**Aritra Dutta**  
Creative Director



## Comms/Social Impact

Our campaign created **broadbased & vocal controversy** with Indian feminist influencers & advocate groups @desifinesse, @feministflowercrown, and #MeToo advocate and actress Saloni Chopra (@redheadwayfarer) **openly supporting** it + wider audience on social media.

**From MEN:** It was the **first campaign** men cared about and were scared about.

**From POLICE:** Until the law is enforced, Police are working with the RIT Foundation to charge the guilty under the domestic violence act.

**For VICTIM REHABILITATION:** Sponsored support for RIT to rehabilitate victims both legally and socially.

**CONFIRMED DATE OF HEARING:** The final hearing at the Delhi high court was scheduled 4months from the start of the campaign.





## IKEA Dollar Catalogue

We helped IKEA capitalize on Covid-times 'home comforts' trends, with a surprising showcase of low-priced accessories as affordable as the page numbers they're on.

### EXECUTIVE SUMMARY

What do you do if you've spent 80 years fine-tuning a sales model leveraging the best of catalogue and physical retail marketing to sell a lifestyle dream, inspire homemakers to upgrade their big-ticket furniture, and effortlessly upsell low-price but high-margin accessories – only to suddenly find people unable to visit stores anymore, and feeling too economically insecure to spend on big-ticket hero furniture?

This is the story of how IKEA Taiwan launched the 'IKEA Dollar Catalogue' as a critical response to Covid market disruptions, rebuilding relevance and value perceptions from the bottom-up to increase Q3 '21 sales an unlikely 123%.



## SILVER TAIPEI, TAIWAN



**Fei-Wen Chang**  
Associate Strategy  
Director



**Ella Hsu**  
Deputy General  
Manager



### Comms Impact

Within 2 weeks, IKEA Dollar Catalogue scored over **10 million** page views, generating **21 million** total impressions.

### Marketing Impact

The bounce rate during the campaign period dropped to **44.24%**, an almost 30% improvement vs **72.62%** standard benchmark. The conversion rate to the IKEA online store was **264%**.

### Business Impact

While Taiwan's overall online retail sales grew **28.2%** in Q3 2021 yoy, IKEA online store value sales increased **123%** for the same period, ie **4.3x** higher than total market.

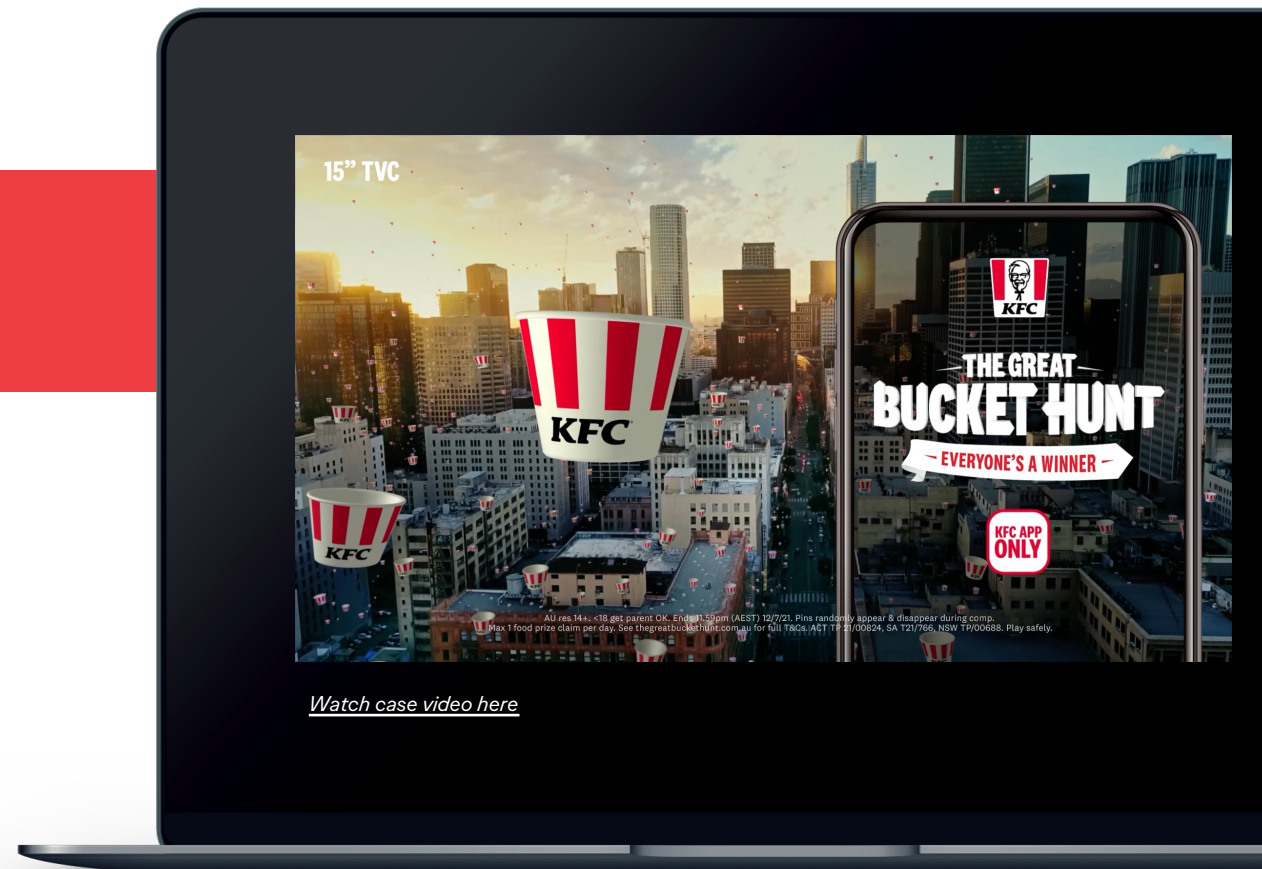


# The Long Game: KFC's Bucket Hunt

We used AR and gamification to drive app downloads, proving that working for something makes it even more valued than freebies.

## EXECUTIVE SUMMARY

With digital sales, delivery and new aggregators upending the rules of the QSR game, direct relationships with consumers and first-party data are becoming vital ingredients for growth. And so, Australia's QSR free-spirited challenger KFC decided to change its game too - with an AR game built within their own e-Commerce platform to recruit players and customers in one finger lickin' swoop. The Great Bucket Hunt made players work for their dinner and paid back handsomely - driving the biggest jump in online customers EVER, and ongoing incremental annual revenue.



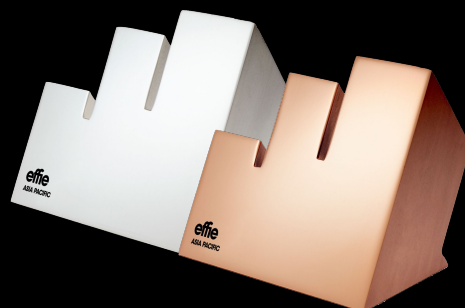
## SILVER + BRONZE SYDNEY, AUSTRALIA



Rachel Pool  
Head of Strategy



Ryan O'Connell  
Chief Strategy Officer



### Marketing Impact

2.2x higher than our average per-week app install rate in 2021.

### Business Impact

The new customers brought in by the campaign amounted to a huge number of incremental transactions and total digital revenue in and after the campaign period.



## Inverting Conventions to Win

We leveraged the Tokyo Olympics to give hinterlands Indian youths a massive thumbs up, celebrating their brave spirit and supporting them in challenging the odds.

### EXECUTIVE SUMMARY

This is a case about how a native Indian cola brand, Thums Up, went against all odds to become a market leader at a time when COVID-19 tore through the carbonated beverage industry.

The secret to Thums Up's success was an outcome of the brand's courage to overturn traditional cola marketing conventions on their head. Instead of delighting the over-delighted urban youth, Thums Up went all out to appeal to the upcountry Indian youth.

The efforts led to a 59.6% increase in quarterly sales compared to 2019 (pre-pandemic) and made Thums Up the first billion-dollar non-alcoholic beverage brand in India.



[Watch case video here](#)

## SILVER + BRONZE GURGAON, INDIA



**Prithvi Mukherjee**  
Senior Planning  
Director



**Ganapathy Balagopalan**  
Head of Strategic  
Planning



### Marketing Impact

In the quarter of the campaign, Thums Up grew by a whopping **59.6%** compared to the pre-pandemic period of the same quarter. This was the highest ever quarter on quarter growth posted by the brand in the past 10 years.

### Business Impact

Thums Up became the **#1 brand** in terms of Market Share by Volume dethroning Sprite which had occupied the top spot for the past 10 years. Thums Up became the **first billion dollar** non-alcoholic beverage brand in India.

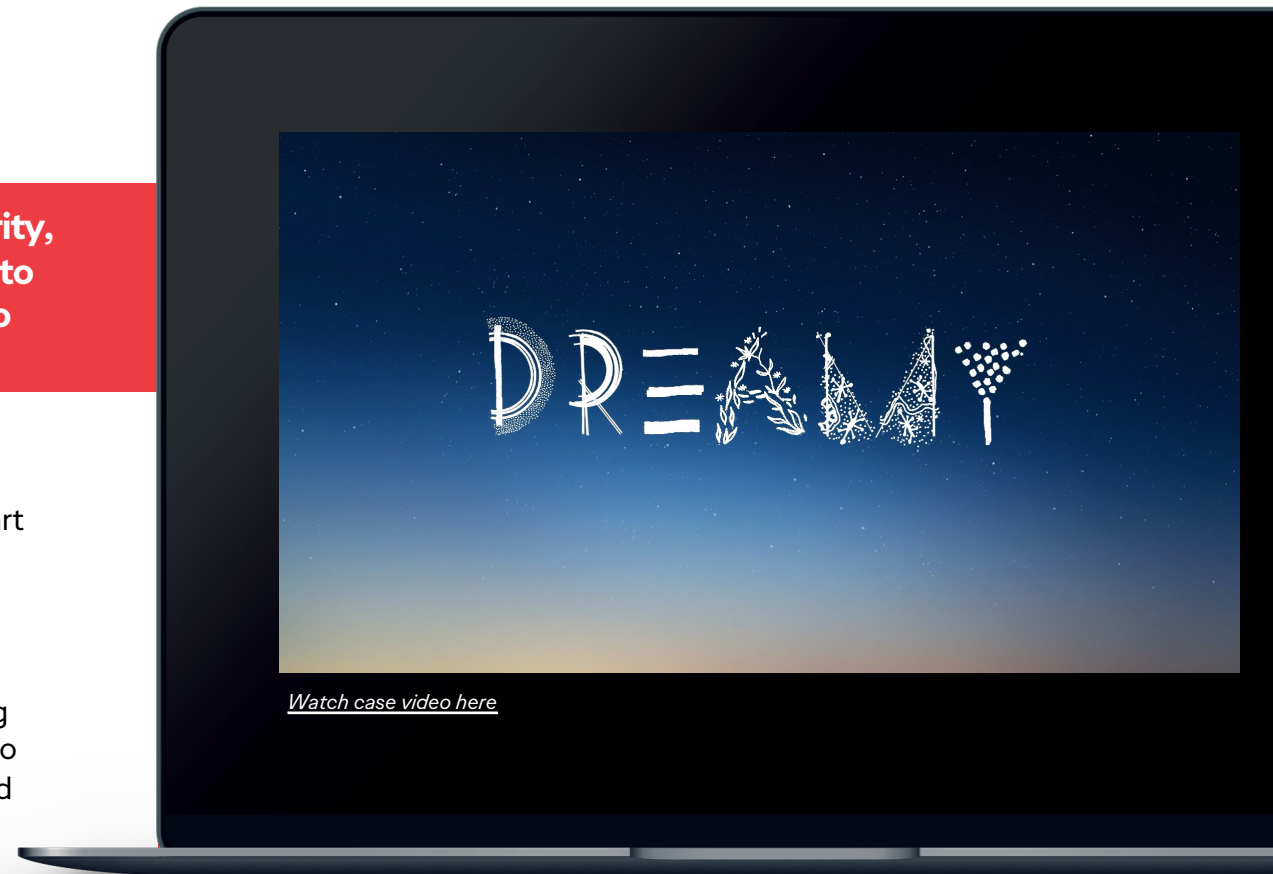


# Disconnect Screens To Connect To Country

After struggling to engage non-Indigenous youth, Indigenous-led charity, Common Ground, used First Nations storytelling in bedtime podcasts to help young Australians disconnect from their screens by connecting to Country instead.

## EXECUTIVE SUMMARY

How do you gain the advocacy of young social warriors when they feel worlds apart from your cause? You draw them in by solving real-life issues they can't: their obsessive use of screens. After persistently struggling to engage non-Indigenous youth, Indigenous-led charity Common Ground, found a more useful way to connect: by helping them disconnect. 'Dreamy' brought the oldest form of Indigenous oral storytelling traditions to modern-day podcast sleep stories helping Australian youths disconnect from their screens (and go to sleep) by connecting to Country instead. Youth engagement increased 420%+. While screen time reduced up to a FULL hour.



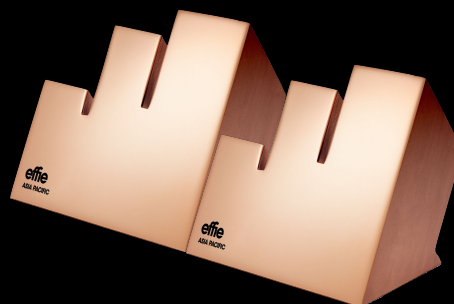
## 2 BRONZE SYDNEY, AUSTRALIA



**Magdalena Tomislav**  
Strategy Director



**Chris Little**  
Group Creative  
Director



### Comms Impact

We managed to reach the least engaged regions and got them to pause their addictive screen time habits and interact with Dreamy. Overall, we obtained over **450K** in user interactions. A monumental **420%+** increase year-on-year.

### Community Impact

Post-campaign results show **60%** of non-Indigenous listeners stating they now have a deeper understanding of First Nations cultures. Meaning we exceeded our target by **40%**.

### Business Impact

**\$694K** in total grants and donations received in 2021. Exceeding target by **37%**.





## How AAMI Went To No 1 From The Mucky Middle

We used BeSci principles to appeal to prospects' present orientation, dramatizing how skimping on the AAMI premium is a risk not worth taking.

### EXECUTIVE SUMMARY

Australian insurance customers had become conditioned to look for the lowest priced quote and were switching insurers until they found one. AAMI was being bypassed by migrating customers on their way to cheaper insurance - it was stuck in the mucky middle.

The AAMI Does campaign reframed AAMI's value equation and created an off-ramp for switchers. It reversed five years of market share decline and stole back category leadership from its key competitor.

It shows us you don't have to be stuck in the middle; you can win from the middle.



### BRONZE SYDNEY, AUSTRALIA



**Paul Arena**  
Head of Strategy  
& Planning



**Ryan O'Connell**  
Chief Strategy  
Officer



#### Brand Impact

Consideration up **3% points** in post-campaign period. **43,547** more customers were considering AAMI every month. AAMI was the most considered brand in Australia.

#### Business Impact

**11.4%** increase in new business units across the post-campaign period. Average policy price up **15.5%** within case period. **16.9%** increase in new business revenue compared to the prior comparable period.



## What Will You Do When They Grow Up?

We helped outsider AIA break into Singapore's juicy retirement market, by provoking its education-obsessed parents to start providing for their own future as much as they do for their kids.

### EXECUTIVE SUMMARY

This is the story of how AIA, an insurer that despite its misleading original name (American International Assurance) prides itself on focusing 100% on Asia, demonstrated its insider understanding of Asian – specifically, Singaporean – parents and all their quirks in its first ever retirement campaign.

“What will YOU do when they grow up?” jolted these self-sacrificing parents who obsess over their children's future to plan for themselves, then gave them a personalised Retirement Quotient based on which agents could tailor recommendations. This drove market-leading growth in consideration, and annualised net premiums growth ahead of industry average.

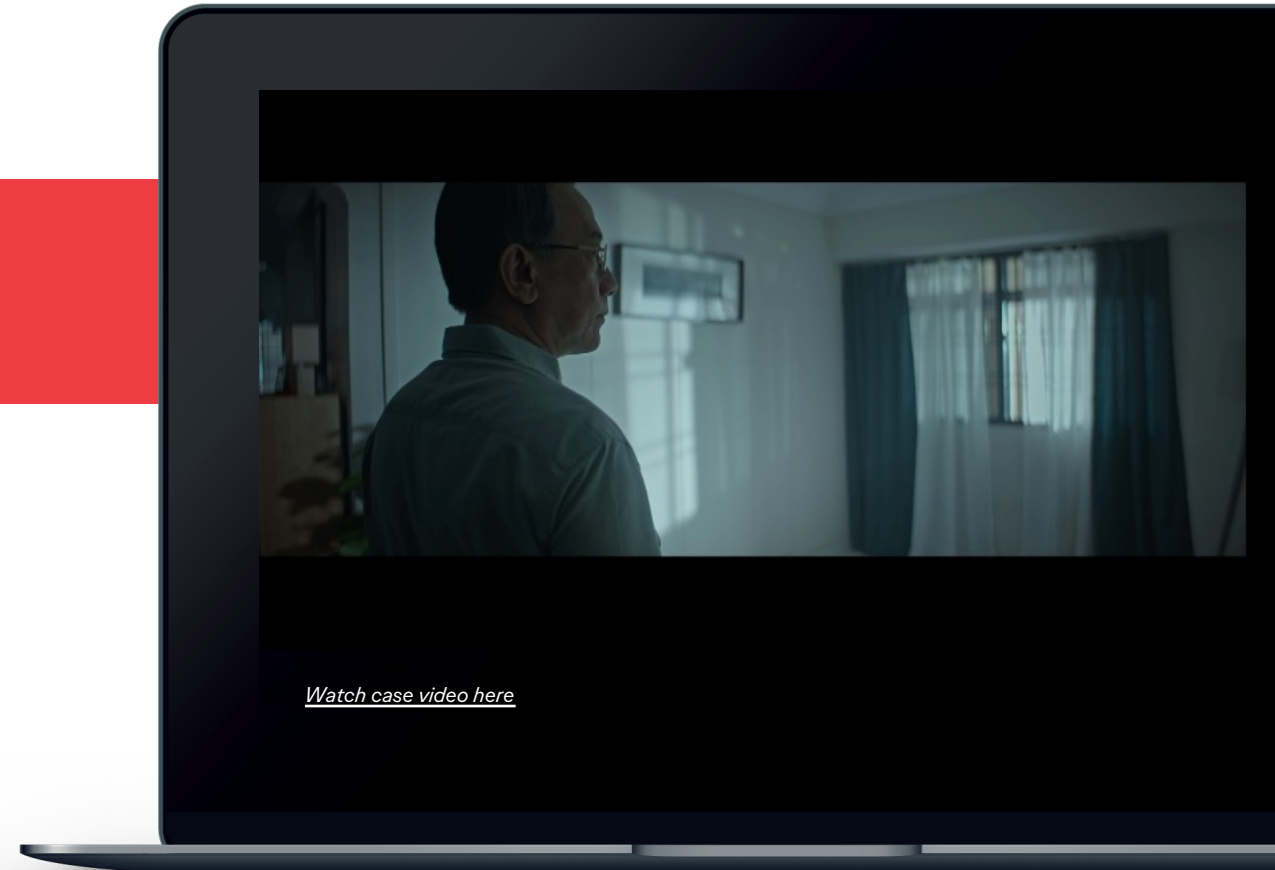
### FINALIST SINGAPORE



**Akashah Q**  
Executive Director



**Frederick Tong**  
Strategy Director



#### Comms Impact

KPI: 30% of target audience –  
Achieved: **50%**, 20 points  
above target

KPI: **60%** of those who are aware  
of the campaign, understand the  
correct message

Achieved: **71%**, 11 points  
above target

#### Marketing Impact

KPI: **20%** of target audience  
more likely to consider AIA  
for retirement as a result of  
campaign

Achieved: **40%**, 20 points  
above target

#### Business Impact

KPI: Increase in annualised  
net premiums

Achieved: **3x** the target



## Bournvita Presents Get The Message

We helped Bournvita drive relevance and sales through COVID by addressing the pandemic's other threat – locked-down kids' mental health.

### EXECUTIVE SUMMARY

Bournvita successfully spotlights Mental Health when Immunity was the showstopper. While Indian parents chased immunity during the pandemic, 2020 National Crime Records Bureau data revealed that a total of 11,396 kids died by suicide in India, which was 31 deaths per day! Reason being emotional trauma from social confinement, which parents weren't noticing.

For children's safety, Bournvita believed that mental-health had to be made as critical as immunity. We launched 'Get The Message', breaking the 4th wall to awaken parents. We successfully got over 1.5 million Indian parents to sign-up, making them focus on an equally important part of their child's development i.e. Mental-Health.

### FINALIST MUMBAI, INDIA



**Russel John**  
Executive VP for  
Planning



**Ganapathy  
Balagopalan**  
Head of Strategic  
Planning



#### Comms Impact

For the two videos:  
Reach : **17.9M** and **11.8M**  
respectively.

Impressions : **57.5M** and **44.9M**  
respectively.

Link Click : **995K** and **1.6M**.

#### Brand Impact

Consideration Scores: grew  
while competitors drastically  
dropped.

Part of Routine: Scored higher  
than its competitors who only  
spoke of Immunity.

#### Marketing Impact

Penetration Scores: moved up  
**0.18 bps** unlike competition  
that dropped or hardly  
moved.



# How KFC Bucketheads Pivoted To Save Summer

We rescued KFC Australia's locked-down summer, by reinventing the annual cricket season 'Bucketheads' craze in the nation's new home of free-spirited fun, TikTok.

## EXECUTIVE SUMMARY

For years KFC's summer sales have relied upon exposure from thousands and thousands of cricket fans wearing branded buckets on their heads at games. The 'Bucketheads' sing, party, and perfectly embody the brand, all while being broadcast on prime-time TV for two months straight. Yet COVID-19 threatened to ruin all that. So KFC unleashed the power of Social Media to be participative, immersive and creative, rather than just a 'push' media. This not just made up for the loss of KFC's Bucketheads physical experience, but actually made it 'ultrasocial', and even bigger. Most importantly, it helped KFC achieve its highest summer sales EVER.

## FINALIST SYDNEY, AUSTRALIA



**Rachel Pool**  
Head of Strategy



**Ryan O'Connell**  
Chief Strategy  
Officer

DO THE UMP



[Watch case video here](#)

### Comms Impact

The campaign's cohort of 11 influencers reached over **2.8 million** people organically on TikTok, many, many times our target! Our influencer creative had an ad recall **30%** above TikTok's average, making it the most effective branded hashtag in Australia.

### Brand Impact

Activity Awareness was up **6.7%** on the previous year's benchmark.

### Business Impact

KFC's sales grew to achieve the brand's **highest** summer performance EVER - and a staggering result considering the obstacles COVID-19 presented to the campaign.





PX Mart

## Make Thrifty Sexy

We helped Taiwan's moms-favorite retailer attract a new generation of image-conscious shoppers, by turning the brand into the unlikely local champion of the global thrifting phenomenon.

### EXECUTIVE SUMMARY

The playbook of Asian marketing prescribes that as the region grows and its aspirations rise, its brands should capture and embody the codes of success, prosperity and affluent lifestyle, and stray at their peril.

This is the story of how PX Mart, Taiwan's previously government-owned grocer, connected with youth by inviting them to be less bling, more thrift. The 'Philosophy of Thrift' is a platform for a fast-evolving new Asian generation. Reframing from an embarrassing compromise to a positive lifestyle choice built around the aspirational aura of 'thrifting', the campaign delivered 4 years of 30-50% year-on-year penetration increases amongst Taiwan's image-conscious under-30 shoppers.

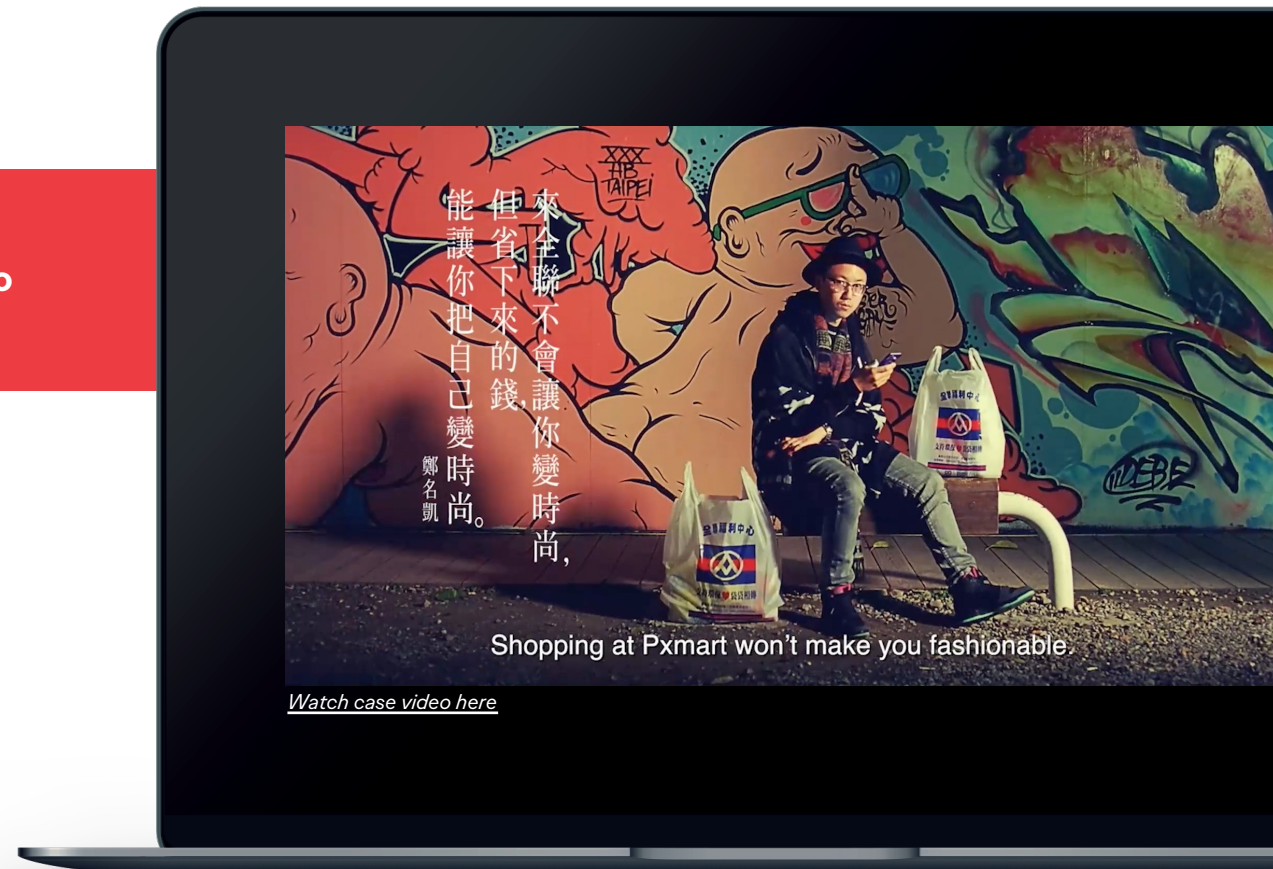
## FINALIST TAIPEI, TAIWAN



**Ethan Lee**  
Strategy Director



**Amy Shih**  
Chief Strategy Officer



### Comms Impact

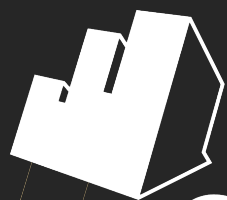
Thrifting films achieved **1.4-2.1M** Facebook views (compared to previous campaign, when similar commercial films received **500K** views on average without media spend). Achieved more than **10x** the organic engagement rate of 7-Eleven.

### Marketing Impact

Successfully recruited new under-30s shoppers from 0.26 million **to 1.5 million** (an average of 56% per year).

### Business Impact

**Doubled** the proportion of young shoppers in PX Mart's customer mix.



**effieAWARDS**

**ASIA PACIFIC**

**2022**

**AGENCY NETWORK OF THE YEAR**

**OGILVY**

# Ogilvy Asia

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Thinking

Creative Work

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WE INSPIRE  
BRANDS AND  
PEOPLE  
TO IMPACT  
THE WORLD.



<https://www.ogilvyasia.com/>





Ogilvy