

THE *2023*

Ogilvy APAC

BOOK *of*
GROWTH

Ogilvy

FOREWORD

Celebrating leading creative effectiveness excellence in Asia-Pacific

2023 saw marketers continue to be challenged to do more with less and pressured to demonstrate the value of their marketing, communications and CX investments. In Asia-Pacific — one of the fastest-growing, culturally diverse, and digitally active regions in the world — the challenge is even more formidable.

As we celebrate our **5th consecutive year as the APAC Effie Awards' Network of the Year**, we want to share some of the key

learnings behind creative effectiveness success. Critically, we want to share takeaways from this year's winning work as an inspiration for your own marketing strategies.

The cases you will see in this year's **Book of Growth** demonstrate how creative excellence is not limited to 'classic big brand' work, and is making impact across the entire funnel.

They demonstrate how companies are using various levers of growth, from brand-building to sales activation, and from future demand to in-the-moment needs, serving both long and short-term business goals.

We hope you enjoy the read. Feel free to reach out to us with any feedback or to start a conversation.



**KENT
WERTIME**
CEO, Ogilvy
APAC



**CHRIS
REITERMANN**
CEO, Ogilvy APAC
& Greater China

ABOUT THE AWARDS



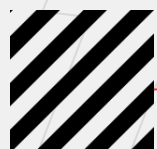
The Asia Pacific Effie Awards honors the region's most outstanding marketing communication works that have proven results in meeting strategic objectives.

Now in their 10th year, the APAC Effies aim to lead, inspire and champion practices of marketing effectiveness excellence in the Asia Pacific region, and provides the growing industry with a regional platform where the best campaigns are celebrated.



OGILVY CELEBRATES ITS 5TH
CONSECUTIVE AGENCY
NETWORK OF THE YEAR
TITLE AT THE 2023 APAC
EFFIE AWARDS

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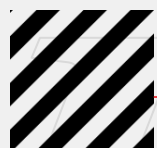
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KEY TAKEAWAYS



**BRANDS TO
SELL IN THE
LONG & SHORT.**



**CREATIVITY
LIGHTENS UP.**



**THE NEW
PURPOSE
MEANS
BUSINESS.**



**INVOLVE MORE,
GROW MORE.**



**SOMETHING'S
COOKING IN
FOOD & DRINKS.**

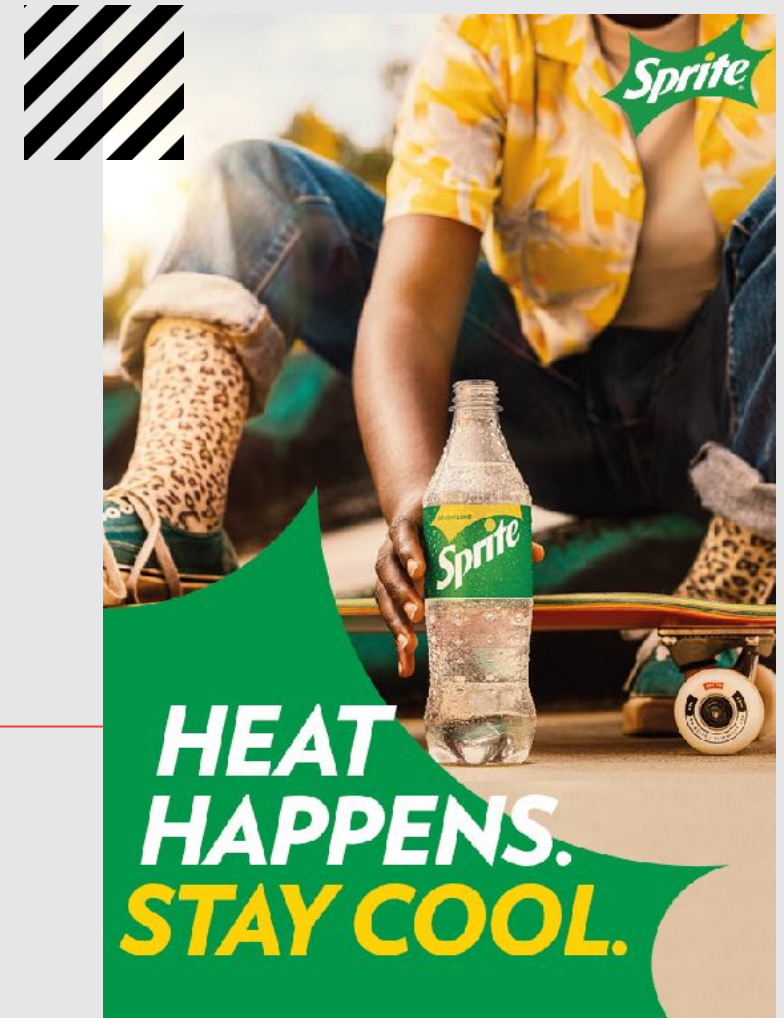
BRANDS TO SELL IN THE LONG & SHORT

In the post-Covid new normal and in the face of inflationary pressures, growth marketers are investing in supercharging brand power — staking renewed positions to drive demand against evolved consumer needs and priorities, and preference and pricing power in new category landscapes.

With an emphasis on driving ‘sales overnight and brand overtime’, brand-building is a top priority to drive sales and profits, finding creative ways that work hard in the long-term, but also in the here and now.

OPPORTUNITIES

- How might we make our brand idea sell harder, by actively driving behavior, consumption and sales?
- How might we give a more branded edge to our sales promotions, seasonal and moments activation?



CREATIVITY LIGHTENS UP

Emerging from a Covid period where brands were challenged to engage while adopting an appropriately-sensitive tone, this year's Effie winners reflected a more light-hearted approach, even to serious categories and issues.

And it is much needed, with social, economic and personal stresses and uncertainty, people are gravitating towards positive emotions and light relief — making humor and levity an effective way to engage, persuade and connect emotionally.



OPPORTUNITIES

- How might we drive greater engagement and emotional resonance by injecting more light-hearted positivity and uplift in our work?
- How might we leverage humor to make our brand more distinctive in its category?



THE NEW PURPOSE MEANS BUSINESS

We are seeing major shifts in activating purpose from brands, reflecting the shift from Image to Impact:

- From brands taking a stance and caring about their image, to brands leveraging creativity to take action and create real-world impact.
- And from brands managing purpose out of obligation, to seeing it as an opportunity to drive shared value, unapologetically benefitting both the business and the issue they are aligned with.

OPPORTUNITIES

- How could we leverage a more purposeful approach as a source of differentiation and value across our activation plans?
- How might we identify priority issues to focus our activities on and drive real impact at scale?
- How can we use AI and other technologies to identify and alleviate consumers' day-to-day challenges, and design transformative, human-centric solutions at greater speed?

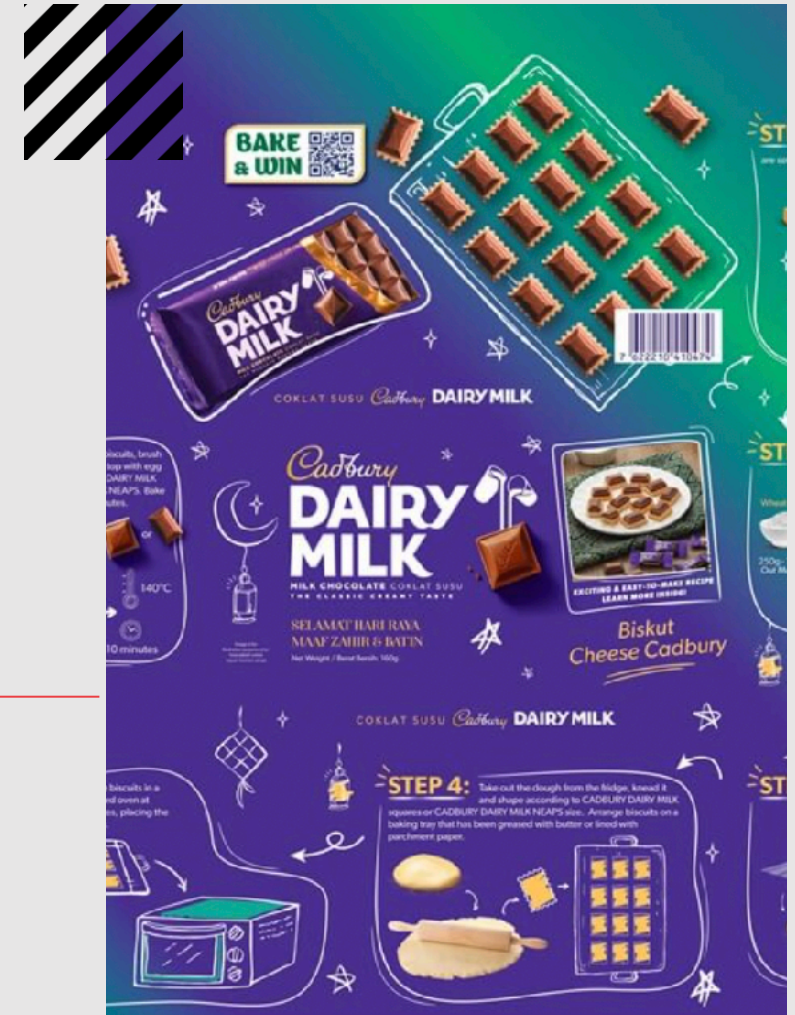
INVOLVE MORE, GROW MORE

Be it to create behavioral change, drive promotional sales or raise funds, winners harnessed the power of creativity to involve their audiences in participative experiences — enabling brands to participate in culture, but also creating platforms for users and influencers to participate and co-create.

Leveraging pack innovation or new technologies as new routes to attention and engagement, these ideas prove that involving more is an effective way to grow more.

OPPORTUNITIES

- How might we identify our most valuable customers, prospects and stakeholders to create experiences with disproportionate impact?
- How might we create opportunities for greater involvement, collaboration and co-creation across our marketing initiatives (innovation, communications, community engagement etc)?
- How can we make a small budget go further by collaborating with creators with hyper-local influence to generate impact at scale?





SOMETHING'S COOKING IN FOOD & DRINKS

With almost 2/3 of winners from brands in food, drinks and QSR, the category is a lighthouse of innovation and creative effectiveness. As an ultra competitive category that is both consumed everyday and highly price-sensitive, it is highly responsive to communications to sustain brands' mental availability, strengthen their relevance and trigger consumption. As a result the category is moving fast from old product credentials and 'family mealtimes', to increased experimentation all marketers can learn from.

OPPORTUNITIES

- How can we apply marketing principles and ideas from the food & drinks category to unlock growth in our own business?
- How might we learn from the food & drinks category's commitment to drive creative culture and ambition?
- How can we leverage social analytics to take calculated creative risks across disciplines (PR, experience or commerce) that deliver brand differentiation and engage new users?

OUR WINNERS



GOLD EFFIE

OGILVY SYDNEY

Whitelion Youth — The Loudest Call for Help
Media Innovation

OGILVY SYDNEY

Whitelion Youth — The Loudest Call for Help
Small Budget Services

OGILVY BANGKOK

Dutchie — Love Your Gut
Asia Pacific Brands

OGILVY MUMBAI

Cadbury — Not Just a Box of Chocolates
Sustained Success — Products



SILVER EFFIE

OGILVY BANGKOK

Dutchie — Love Your Gut
Food

OGILVY BANGKOK

Dutchie — Love Your Gut
Brand Revitalization

OGILVY BANGKOK

Dutchie — Love Your Gut
Youth Marketing

OGILVY KUALA LUMPUR

Cadbury — Bake from the Heart
Branded Utility

OGILVY SHANGHAI

KFC — Get Crazy for Crazy Thursdays!
Engaged Community

OGILVY SHANGHAI

Balabala - Girls' Fashion's First Virtual
Influencer
Influencer

OGILVY SYDNEY

KFC — Degustation
Experiential Marketing — Services

OGILVY SYDNEY

KFC — Left-Handed Menu
Shopper & e-Commerce Marketing

OGILVY JAKARTA

Dance — Mother's Love is Perfect
Beverage — Non-Alcohol

OGILVY MUMBAI

Red Label - Taste of Togetherness
Sustained Success — Products

OGILVY SYDNEY

ING — The Baby Bank that Grew
David vs. Goliath

OGILVY BANGKOK

Voiz — The Eyes
Asia Pacific Brands



BRONZE EFFIE

OGILVY KUALA LUMPUR

Cadbury — Bake from the Heart
Seasonal Marketing

OGILVY SHANGHAI

Sprite — Heat Happens — Don't Lose to Heat
Beverage — Non-Alcohol

OGILVY SHANGHAI

Sprite — Heat Happens — Don't Lose to Heat
Brand Revitalization

OGILVY SYDNEY

James Hardie — Changing The Way
Australia Builds
Household/Home Products & Services

OGILVY SYDNEY

AAMI - A Cautionary Tale of Bargain Regret
Insurance

OGILVY SYDNEY

KFC — Degustation
Restaurants



LOVE YOUR GUT

We helped Thai yogurt leader Dutchie turn around fading relevance and sales by turning a daily yogurt the unlikely but essential accessory to Gen Z's beloved functional superfoods.

Executive Summary

Back in simpler times, eating gut-friendly yogurt was a straightforward, tasty way to maintain general good health. Fast-forward to today, Gen Z consumers prioritize achieving specific physical goals such as a lean body or clear skin, leading to a decline in relevancy and sales of yogurt in the face of specialized functional superfoods.

Thai yogurt category leader Dutchie decided to fight back, by piggy-backing the upstarts with a hard-hitting truth: trendy functional superfoods are worthless without a healthy gut. By making gut health relevant (and hilariously unmissable!), the 'Love Your Gut' campaign drove a very healthy +7% increase in Gen Z sales.



Click on the image to watch the case

COMMS IMPACT



Double-digit increase in relevance amongst Gen Z.

Considerable increase in 'brand for me' vs pre-campaign amongst Gen Z

BRAND IMPACT



The amount of Gen Z consumers eating Dutchie yogurt daily **doubled** compared to pre-campaign.

BUSINESS IMPACT

Turned around a YOY decline into a **double-digit upside in sales**, nearly 1.5x over target.

1 GOLD + 3 SILVER

OGILVY BANGKOK



Bodin Witta
Group Manager
Strategy



Varisara Srisukh
Senior Strategy
Associate



Niwat Rungruangworawat
Group Business
Director



THE LOUDEST CALL FOR HELP

We helped Whitelion turn around waning donations by orchestrating Australia's Loudest Call, reframing at-risk homeless youths from self-undermining losers to the nation's ultimate battlers, worthy of its full support.

Executive Summary

It's easy to ignore 46,000 homeless kids. But over 15,000 payphones ringing all at once? That's impossible to ignore.

As a small charity, Whitelion was struggling within a declining category, and a longstanding stigma against the homeless youth they represented. Persistent drops in donations meant we had a last opportunity

to stage the loudest cry for help before suspending the lifeline to 1,739 cases. With ZERO resources, we hijacked payphones all over Australia to showcase the fighter spirit of our kids, an inspiring spirit Australians inherently supported, and could once more. The successful manoeuvre saw us attain an astounding ROI of 1,520%.



COMMS IMPACT



Tapping into every payphone across Australia gave our campaign a total reach of 15,391, **without spending a single cent on media.**

BRAND IMPACT



CTR: 2,987 phones answered, 'CTR' of 19.4%, **8x higher vs standard EDMs.**

Completion: 750 listened to a full message.

BUSINESS IMPACT

Raised an additional **\$76,370 in donations** — overturning the anticipated 19% decline into a 19% increase YOY.

Average donation of \$102 per donor, **3x higher** compared to the category average.

2 GOLD



OGILVY SYDNEY



Magdalena Tomislav
Strategy Director



Damien Pashby
Client lead



NOT JUST A BOX OF CHOCOLATES

We helped Cadbury drive gifting sales by turning its generosity purpose into a pioneering model of shared-value marketing — boosting both brand and sales using tech to help India's COVID-affected small retailers drive their own sales.

Executive Summary

The pandemic and its aftermath presented unprecedented challenges for Cadbury Celebration's Diwali gifting sales. But the brand turned this adversity into opportunity by allocating its campaign budgets, scale and ideas towards supporting the small and struggling businesses its own sales rely on. Using hyper-personalization MarTech, Cadbury

effectively promoted small retailers and hawkers, fostering a sense of community, and providing critical support to thousands of small businesses. Through this ground-breaking shared-value marketing approach, Cadbury was able to positively impact lives and livelihoods of countless family businesses, while rescuing its own Diwali franchise.

COMMS IMPACT



Consistent increase in **spontaneous awareness**: 55% > 60% > 62%

Consistent increase in **brand consideration**: 82 > 90 > 93%

BRAND IMPACT



Cadbury's distribution network grew **from 2.45M to 5.47M shops**.

Consistent increase in **brand penetration**: 6 > 8 > 9%

BUSINESS IMPACT

Achieved a **15% CAGR**.

2022 Diwali sales were **24% higher** than the last pre-pandemic 2019 Diwali celebrations.



Click on the image to watch the case

1 GOLD



OGILVY MUMBAI



Bhakti Malik
Senior Vice President
Planning



Parshuram Mendekar
Vice President



KFC DEGUSTATION

We created a finger-licking degustation experience that proved irresistible even to Australia's most spoilt and skeptical food critics - helping boost KFC's quality credentials and drive US \$28M in incremental revenue.

Executive Summary

The Quick Service Restaurant category was being inundated with new entrants, positioning themselves as higher quality 'fast-good' offerings, and unafraid to take KFC's 'fast-food' head-on in their advertising. Rather than defending themselves with traditional comms that persuade Australians KFC actually is good quality food, KFC instead did what KFC

does best: they got creative and playful. Creating a cheeky 11-course restaurant experience designed to surprise and entertain those that influence food quality perceptions - food critics, KFC's 'Degustation' campaign was an earned media sensation that improved food quality perceptions and delivered US \$28 million in projected incremental revenue.



COMMS IMPACT

1.2B impressions vs target 800K.

The campaign achieved higher quality reach, with its core message communicated by influential voices who are the authority on quality.

BRAND IMPACT

Quality Index Score increased 5.4pts from 7.5 to 12.9 (a **72% increase!**).

BUSINESS IMPACT

Equity driving future demand: projected to be worth **US \$27.9M in incremental sales** to the KFC business over 3 years following the campaign period.

1 SILVER + 1 BRONZE

OGILVY SYDNEY



Ryan O'Connell
Chief Strategy
Officer, Australia



Cassie Poiner
Client Lead





BAKE FROM THE HEART

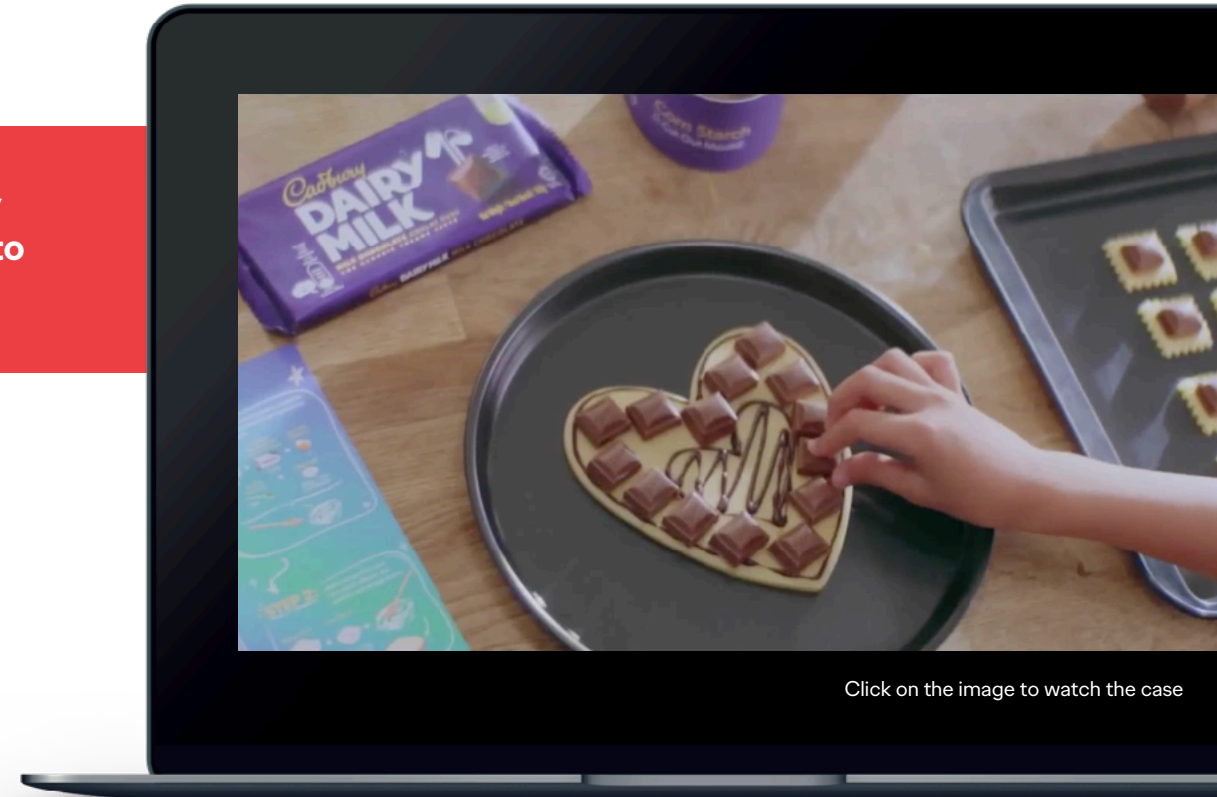
We helped Cadbury increase sales by 29% during Hari Raya in Malaysia by rewriting the seasonal branding playbook: turning our product from a gift to an ingredient, and our marketing from generic emotion to practical utility.

Executive Summary

This case shows a more impactful way to win during festivals, by turning the seasonal playbook upside down.

Where many lean into the familiar territory of TV-led, superficially emotive, idealized version of a festival, Cadbury led with a behaviour-centric approach. It saw us tap into the Malaysian tradition of gifting

home-baked food for Hari Raya, a tradition in freefall as people were finding it too hard to celebrate. We turned Cadbury's seasonal packaging into baking sheets and regional recipes, delivering real utility by making it easy for home-bakers all over the country to bake from the heart.



COMMS IMPACT



79% of respondents recalled the packs were special.

72% of respondents bought the special 160g packs after seeing the advertising.

BRAND IMPACT



68% of respondents said their reason for buying was for “baking at home”, more than “for gifting” (45%) or “sharing with others” (49%).

BUSINESS IMPACT

Sales were **29% higher** YOY during the campaign period.

We outpaced the category, which grew sales in Q2 2022 by 13.6% YOY.

1 SILVER + 1 BRONZE



OGILVY KUALA LUMPUR



Sarthank Ranka
Strategy Director



Kanika Sood
Regional Business
Director



GET CRAZY FOR CRAZY THURSDAYS

We helped KFC drive engagement and sales on under-performing Thursdays by reinventing its tired 'Crazy Thursday' sales promo into a mental health powerhouse, celebrating Chinese youth's creativity and free spirit.

Executive Summary

This is the story of how KFC China built on organic social media memes and amplified them to turn its 4 year-old 'Crazy Thursdays' weekly discounts from a fatigued price promotion to an emotionally- and creatively-supercharged user-powered phenomenon.

platform for some carefree weekly stress relief (and potential national fame), celebrating their creativity and spirit every Thursday, 'Crazy Thursdays' has reversed a decline in Thursday promo weekly sales contribution, growing them to 34% in 2020.

By giving China's stressed-out youth a

COMMS IMPACT

Post-campaign engagement grew to 600 million, **exceeding the original target 3x.**

BRAND IMPACT

Added **50 incremental million** users to the KFC app.

BUSINESS IMPACT

Crazy Thursdays' weekly contribution to **sales grew to 34.6%**, exceeding the original target of 25%.



Click on the image to watch the case

1 SILVER

OGILVY SHANGHAI



Jenny Gao
SVP, Brand Strategy



Yu Hong
Business Director



THE INNOCENT EYES

An 'appetite appeal' campaign masquerading as an eye-popping public warning campaign: Voiz is so irresistibly delicious, you should assume anyone offering to share is lying!

Executive Summary

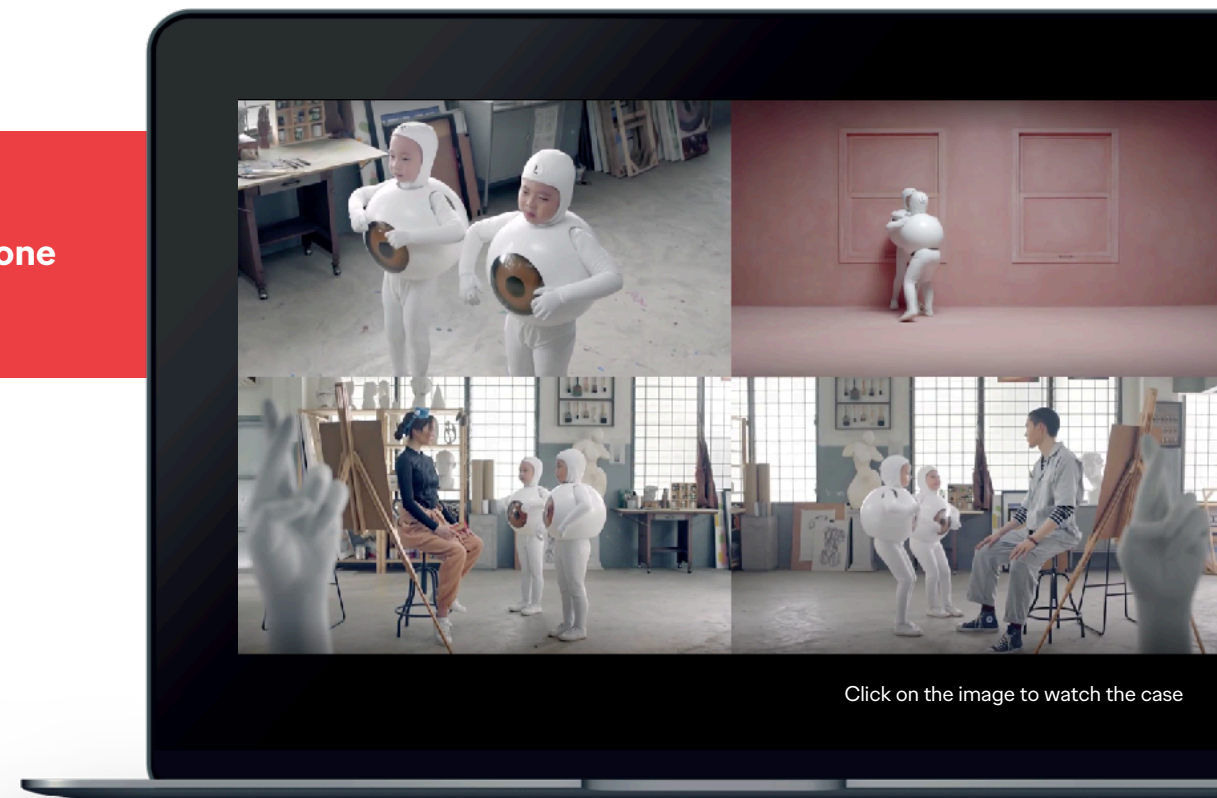
How do you stay on Gen Z's radar as a humble biscuit that has to share their attention with over 800 other biscuit brands, and gazillions of TikTok videos?

For Thai confectionery brand Voiz, the breakthrough was in executing a consistent platform 'Too Good to Share' with a fresh and hilarious twist: Voiz is so irresistibly

delicious, you should assume anyone offering to share is lying!

'The Innocent Eyes' campaign helped Voiz earn 93M views, 100% brand recall among Gen Z viewers, and a heroic rise from 7th to 6th in the national biscuit rankings.

That's too good not to share!



COMMS IMPACT



93M views and 15M engagements on YouTube, TikTok, Facebook and Instagram.

100% brand recall among Gen Zs aged 13-19 years old.

BRAND IMPACT



2nd place in Top of Mind brand awareness in a category consisting of 800+ brands.

BUSINESS IMPACT

Highest **growth in market share** since 2018.

Rose **from 7th to 6th** by sales in the category.

1 SILVER



OGILVY BANGKOK



Nunnapat Cook
Strategy Associate



Pattanee Ongkunarak
Group Business Director



MOTHER'S LOVE IS PERFECT

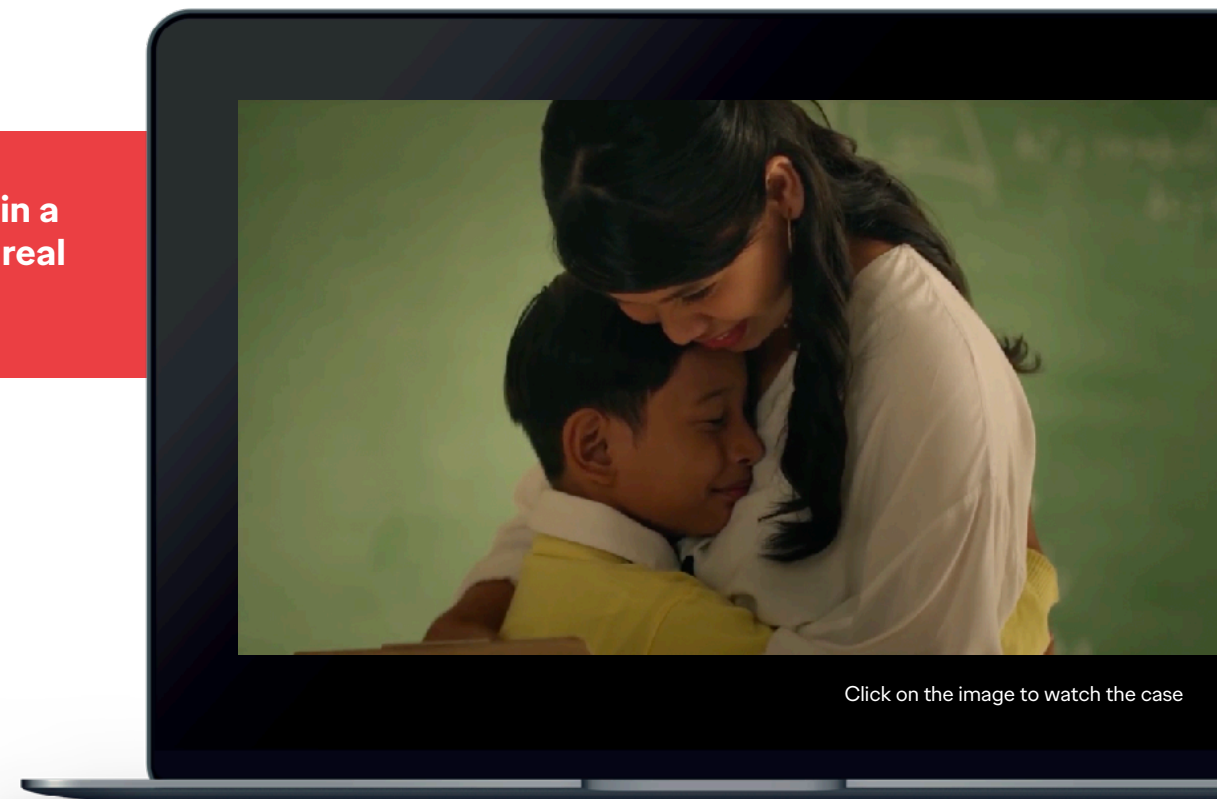
We helped Dancow revitalize brand and sales, by taking on mum-shaming in a controversy-shy culture, showing Indonesian super-mums their love is the real ingredient for nurturing super-kids.

Executive Summary

How does a 80-year category leader reconnect with a whole new generation of mums who are busting the traditional codes of Indonesian motherhood?

For Dancow the breakthrough came from daring to break the very formula that made it successful, and had over time been copied across lower-priced competitors.

By showing young mums that the brand had their backs and taking on mum-shaming in a typically controversy-avoiding nation, the 'Mother's Love is Perfect' campaign helped bust reach KPIs to increase the brand's meaningfulness +13.7% and sales +12%.



COMMS IMPACT



Over **400 million** impressions vs targeted 150 million.

Over **258 million** impressions on Meta and Youtube alone.

BRAND IMPACT



13.7% rise in meaningfulness.

+5pts — 'Makes me feel like a good mother'.

+4pts — 'Brand I feel close to'.

BUSINESS IMPACT

12% sales growth (140% over our original target).

1 SILVER



OGILVY JAKARTA



Karthik Narayan
Group Planning
Director



Stephanie Anindita
Business Director



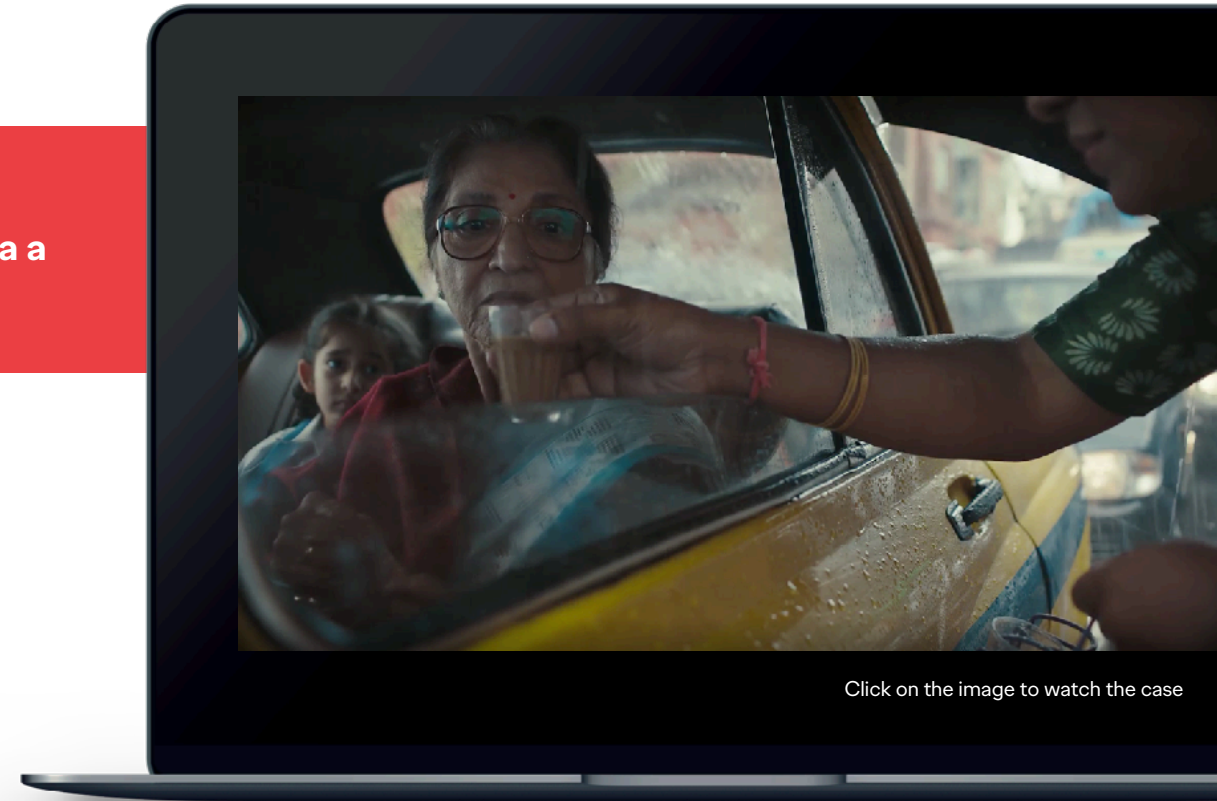
TASTE OF TOGETHERNESS

Over the past 9 years, we've helped Red Label grow brand power, pricing power and sales in the fragmented Indian market, giving its tasty cup of tea a purposeful role melting hostility in an increasingly fractious nation.

Executive Summary

Purpose wasn't ever meant to be a flash in the pan or a do-good stunt. Purpose is a slow burn that creates movements that shift the very cultural fabric of the world. Since 2014, Brooke Bond Red Label's purpose-led communication is a lighthouse in how purpose-led marketing can help drive long-term growth.

This case demonstrates how Red Label's 'Taste of Togetherness' reignited the human power of a humble cup of tea to regain market leadership and drive sustained growth, while maintaining an average price premium of +9% over fiercest competitor Tata-Tea for 9 consecutive years.



COMMS IMPACT



Unaided Awareness increased **+27 points** over 9 years, to 58%.

BRAND IMPACT



On the measure 'Is worth paying more for', Red Label grew by **+12% in 2022** compared to 2017.

BUSINESS IMPACT

From 2013 to 2022, Red Label's penetration grew by a whopping **+66%**.

Red Label regained the leadership position in the tea segment, hitting a MS Val high of 8.09% in 2021.

1 SILVER



OGILVY MUMBAI



Karishma Gupta
Vice President
Planning



Nikhil Mohan
Executive Vice
President



THE BABY BANK THAT GREW

We helped challenger ING take on Australia's banking inertia and its Big Four's self-centered marketing, daring to acknowledge Australians' low interest in the category and encouraging them to 'Do Your Thing' instead.

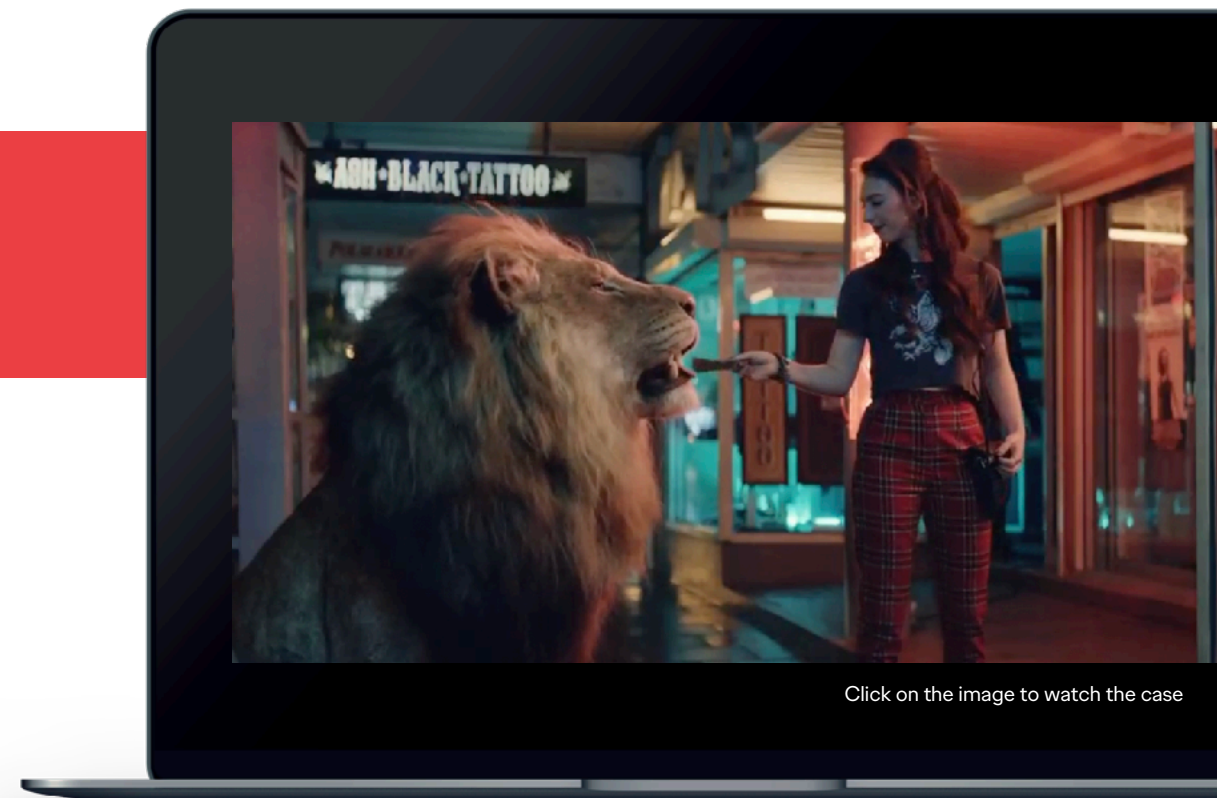
Executive Summary

The 'Big Four' banks have 75% of all Australians' money and do 90% of the lending. To make things harder, for most Aussies, changing banks just feels too hard, with only 11% stating they would even consider switching.

This is the story of how a challenger bank (with only 1.5% SOV in 2020) became one

of the most distinctive in the category, turning around a shrinking base customer value to grow by 5.1%.

And best of all, forming deeper banking relationships with a new audience who were now 75% more valuable.



Click on the image to watch the case

COMMS IMPACT



ING's **NPS increased to 51** by the end of 2022 (increasing further to 57 for mobile banking customers). We became the most recommended bank in Australia, despite no product changes.

BRAND IMPACT



By December 2022, ING active customers had actually increased to an incredible **2.15 million**, the highest in the bank's history, and the highest ever amount of newly acquired customers over that period of time.

BUSINESS IMPACT

Despite facing potential losses, ING increased revenue **17.5% above target**. Based on the success of the campaign in the first year, we set aggressive targets for 2022 — **92% higher** — and reached them by November, 2022.

1 SILVER



OGILVY SYDNEY



Ryan O'Connell
Chief Strategy
Officer, Australia



Sally Borda
Client Lead



GIRLS' FASHION'S FIRST VIRTUAL INFLUENCER

We helped Chinese fashion brand Balabala build a more direct relationship and rise above e-commerce price-led algorithms by creating China's first age-appropriate virtual influencer to let girls explore their style, mum-approved.

Executive Summary

Chinese girls' fashion brand Balabala established a more direct relationship with its dual audience of girls: the look-conscious users, and their value- and safety-conscious mums.

Gu Yu, China's first age-appropriate virtual influencer, was activated across online and

offline events, scoring appearances with iconic fashion taste-maker Elle to help Balabala increase their WeChat membership by 25%, average transaction value by 14%, and overall sales value by 30%.

Take that, algorithms!



COMMS IMPACT



3.4M engagements
(beating the original target by 70%).

BRAND IMPACT



DTC: WeChat new account membership **increased 25%**, from 10M to 12.5M.

BUSINESS IMPACT

Transactions: from \$20.2 per purchase to \$23 per purchase, a 13.9% increase (beating the original target of 10%)

Sales: From \$50.5M (Q2, 2021) to \$65.6M, a 30% increase (beating the original target of 10%).

1 SILVER



OGILVY SHANGHAI



Jessie Chen
Strategy Director - Brand



Nora He
Business Director



THE LEFT-HANDED MENU

We helped KFC drive app downloads by giving ‘purpose campaigns’ a cheeky parody twist. The ‘Left-Handed Menu’ broke through clutter to drive a +67% increase in app downloads.

Executive Summary

Getting customers onto mobile apps has become a key objective for Australian QSR brands, providing the opportunity for increased customer engagement and sales growth.

KFC Australia broke through the clutter of yawn-inducing offers by embracing ‘purpose’ as the unlikely creative super

charger for its latest app campaign. KFC’s ‘Left-Handed Menu’ was a cheeky and deliciously self-aware parody campaign, recruiting 97,435 new app users — a 67% increase in downloads during the campaign, and an annualized US \$2.2 return for every marketing dollar spent.



COMMS IMPACT



104M earned reach, 24M above the original target.

BRAND IMPACT



97,435 app downloads.

Daily average of 8,858 during 11-day campaign period: 30% above target and 67% uplift on period before campaign.

BUSINESS IMPACT

9% uplift in app transactions during the campaign (434,006 total transactions / 39,455 daily) vs 20% target.

Over **US \$1.9M in incremental revenue** driven in the subsequent 12 months.

1 SILVER



OGILVY SYDNEY



Ryan O'Connell
Chief Strategy
Officer, Australia



Cassie Poiner
Client Lead



A CAUTIONARY TALE OF BARGAIN REGRET

Through tales of ‘Bargain Regret’, we helped AAMI support premium pricing by reminding the nation that the promise of cheap and cheerful insurance often ends with a painful ‘should have known better.’

Executive Summary

The Bargain Regret campaign helped position AAMI for premium value in a market pushing people towards low-cost options.

As low-cost competitor deployed sharp pricing and aggressively challenged consumers to question “Why am I paying so much for insurance?”, they were closing

the consideration gap to full-service AAMI. A response that dramatically improved perceived value, turned churn into increases in high-value customer acquisition, while increasing average policy price 10.36pp, helping justify AAMI charging more than the leading budget insurer through the campaign period.



COMMS IMPACT



IPSOS Ad Impact showed the campaign had a **significant impact** on supporting brand salience and lifted perception of key attributes aligned to value amongst non-customers.

BRAND IMPACT



Bargain Regret not only increased AAMI's consideration by 3pp, but also grew to hit an **all-time high of 38.5%** in January.

BUSINESS IMPACT

754,935 new AAMI Home and Car Insurance customers acquired. **10.36pp increase** in AAMI's average policy price, helping justify AAMI charging 22.7% more than the leading budget insurer through the campaign period.

1 BRONZE



OGILVY SYDNEY



Paul Arena
Head of Strategy



Angus Pearce
Group Account Director

We helped building materials supplier James Hardie find new growth, by busting the category's traditional male builders-centric focus, and empowering long-ignored Australian women to build their dreams instead.

Executive Summary

For 10+ years, James Hardie attempted to disrupt the residential building sector with 'fibre cement' cladding, an alternative product to traditional brick and concrete. All to no avail.

It was only after we broke the unspoken rules of the category that we achieved our original purpose.

We transformed a B2B brand that formerly addressed a male-dominated builder audience into a B2C brand that empowers female homeowners as the true visionaries and decision-drivers in home building. The shift saw the brand finally break out of its marginal position in market, increasing purchase intent 3x and achieving \$27M in incremental sales.

COMMS IMPACT



Jump from **11% to 25%** in brand preference with female homeowners and a jump from 11% to 53% with builders.

BRAND IMPACT



Not only prevented the loss of 6.7K leads, but acquired **4.1k additional leads**, for an attributable total of 10.8K.

BUSINESS IMPACT

Didn't just stem the forecast sales loss of \$63.5M, but achieved growth, with **\$27.1M projected incremental sales**.



1 BRONZE



OGILVY SYDNEY



Magdalena Tomislav
Strategy Director



Taylor Feely
Senior Account Director

MARKETER OF *THE YEAR*

Mondelez
International



You have to have that ambition, that fire. And I think that can infect an organization that is there when I'm not around pushing people when they're sitting there late when they're looking at a piece of work, when they're trying to figure out if this is right. A creative ambition is what pushes you to excellence, and I think most of those creative ambitions that are written in clients' halls are things that they don't believe. It has got to be bigger than that. And so if you want to go from one to consistently great, you have to have a culture of that, and it starts with ambition.

**JONATHAN
HALVORSON MBA**
Global SVP, Consumer
Experience at Mondelez



IMPACT HAPPENS *AT* Intersections

The cases in this 2023 edition of the Book of Growth are a showcase of the best of Asia Pacific's creative pulse, emerging trends and timeless best-practices — **a masterclass in marketing effectiveness bringing, powerful learnings for us all.**

These campaigns are seeking new ways to supercharge growth and impact in the new post-Covid landscape. They prove that **creativity is a superpower** in both good and challenging times, for brands big and small, new or old.

And that **it is most powerful when it is borderless – fuelling original and effective ideas at the intersection of talent, capabilities, culture and technology.**

THIS BOOK REVEALS THAT **EFFECTIVE IMPACT** LIES AT THE INTERSECTION OF 3 LEVERS:

- 1** An insightfully-defined **source of growth**, enabling clear problem definition and Jobs-To-Be-Done (JTBDs).
- 2** A clearly-defined **chain of effects** (being effective in essence means having an effect!), linking business objectives and KPIs to marketing and comms roles in a strategic and intentional way.
- 3** Unleashing the power of **creativity right across the funnel**, to drive unreasonable, exponential impact.



OUR MISSION: TO BE THE BEST CREATIVE PARTNER FOR GROWTH

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