

THE *2024*
Ogilvy APAC
BOOK *of*
GROWTH



Ogilvy

FOREWORD

Celebrating leading creative effectiveness excellence in Asia-Pacific.

In today's volatile world, growth is the ultimate currency. CEOs are demanding results, and marketers are under pressure to deliver. In fact, 62% of CEOs worldwide selected growth as their top business priority in 2024, according to Gartner—the highest level since 2014, and a 26% increase compared to last year.

This growing imperative to demonstrate the tangible business impact of marketing efforts is particularly acute in Asia-Pacific. The region's vibrant tapestry of cultures, coupled with its rapid digital evolution, intensifies the pressure on brands to deliver

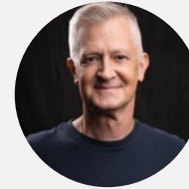
exceptional results while navigating ever-changing local trends.

As we celebrate our 6th 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.

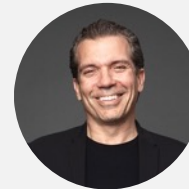
The cases featured in this year's Book of Growth showcase the innovative ways companies are leveraging AI, tapping into social trends, and driving positive change. These examples demonstrate that creative excellence isn't confined to traditional 'big brand' campaigns. Instead, they highlight how creativity can impact the entire

customer journey, from building brand loyalty to driving immediate sales and contributing to long-term societal goals.

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

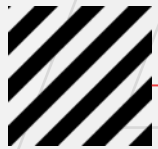


**KENT
WERTIME**
Global CEO, Ogilvy
One & CEO, Ogilvy
APAC



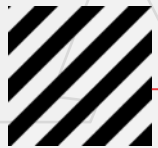
**CHRIS
REITERMANN**
CEO, Ogilvy APAC
& Greater China

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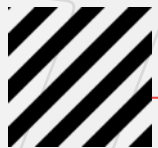
KEY TAKEAWAYS

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2024 WINNERS

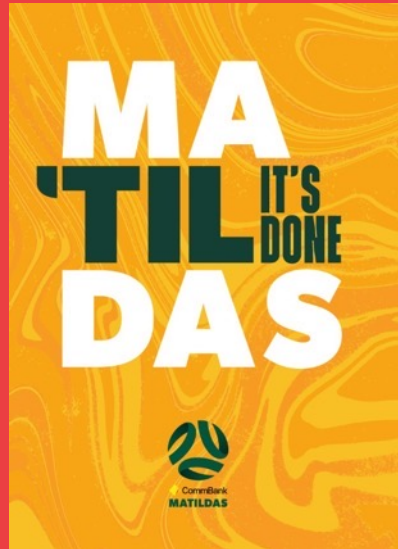
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CONTACT US

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KEY TAKEAWAYS



Brand drives performance – now and in the future



Content x Influence x Commerce is the new growth formula



AI & MarTech supercharge creativity to add value to engagement, loyalty and sales



Culture is the real secret ingredient of brand love and sales.

BRAND DRIVES PERFORMANCE NOW AND IN THE FUTURE

Facing fast-moving and uncertain markets, full-funnel marketers are moving beyond a rigid separation of brand and performance—instead, blending them to ensure every activity is both more impactful in driving sales in the short-term, while building brand power to sustain equity, relationships and growth in the longer-term.

That's because while standard optimization, discounts or limited-time offers deliver quick wins, they often lead to diminishing returns. Yet when infused with a rich brand POV and idea, they can turn into sustainable growth accelerator, driving exponential ROI in both short- and longer-term.

Opportunities

- How might we make our brand work sell harder, by making it actively driving behaviour, consumption and sales?
- How might we give a more branded edge to our tactical work, sales promotions, seasonal and moments activation to build our brand at the same time?



CONTENT X INFLUENCE X COMMERCE IS THE NEW GROWTH FORMULA

Some of 2024's most effective cases are leveraging new ways to design social-first campaigns that work harder for both brand and sales—by connecting content, influence and commerce seamlessly into rich branded experiences.

These ideas are inherently social and participative, inviting influencers and communities to co-create, amplifying via fit-for-platform content, and flowing seamlessly through to omnichannel commerce – turning transactions into interactions, and crushing the funnel from awareness, to consideration, conversion and consumption in one seamless idea.

Opportunities

- How might we create opportunities for greater involvement and collaboration across all our marketing initiatives (innovation, comms, community engagement etc) ?
- How might we give people something to 'do' or 'create' on social—to get influencers and users creating, championing and supporting on our behalf?
- How can we create seamless and effortless opportunities to buy, across every interactions and platforms?



AI & MARTECH SUPERCHARGE CREATIVITY TO ADD VALUE TO ENGAGEMENT AND SALES

Some of 2024's most inspiring cases leverage the power of AI, personalization and automation martech not just to deliver efficiencies, but to add value in ways and at scale that were impossible before.

AI and an optimized martech stack enable the creation of highly personalized experiences, helping brands cut through more generic tactics, to increase engagement and foster richer and stronger relationships. They can also generate high-quality content at scale in near-real-time, enabling brands to maintain a consistent presence across multiple channels and meet the demands of today's fast-paced digital landscape.

Opportunities

- How might we ensure our creative ideas are making the most of new opportunities from AI to position our brand as innovative and meaningful?
- How might we identify our most valuable customers, prospects and stakeholders to create AI-enabled experiences with disproportionate value and impact?



CULTURE IS THE REAL SECRET INGREDIENT OF BRAND LOVE AND SALES

2024's most effective ideas are leaning into and leveraging the power of culture with a potent mix of authenticity, creativity and social energy.

Across winning cases, 'culture' is not singular but existing in 4 key dimensions:

- 'High' culture: leaning into and pushing against the societal beliefs, values, practices and rituals that govern our collective norms
- 'Living' culture: what's happening in our lives / times, impacting our behaviors and choices, eg recession, evolving idea of work, view of our future, planet etc.
- 'Pop' culture: arts, movies, music, gaming, sports, media and social media etc.
- 'Sub' culture.s: communities, tribes (eg sneakers); emerging cultures (eg vegan)

Opportunities

- How might we stretch our brand from just commenting in 'high' culture to actively participating in 'living' culture?
- How might we activate our brand within top emerging 'sub'-cultures to increase relevance and build new advocates?
- How might we go beyond just comms to inject the power of culture into our innovation, customer experience, sales promos and activations?



OUR WINNERS



GRAND EFFIE

Matildas— 'Til It's Done



GOLD EFFIE

Matildas— 'Til It's Done | Events

Matildas— 'Til It's Done | Media, Entertainment, Leisure

Matildas— 'Til It's Done | Positive Change-Social Good/Products

Cadbury Celebrations — My Birthday Song | Experiential Marketing

Sprite — Joke in a Bottle | Beverages

Delight — Not Very Sweet | David & Goliath



SILVER EFFIE

Cadbury Celebrations — My Birthday Song | Food

Cadbury 5 Star — The Mush Detector | Food

KFC — Kentucky Fried Couture | Food

Vi India — Human Network Testing Network | APAC Brands

Matildas— 'Til It's Done | David & Goliath

Delight — Not Very Sweet | APAC Brands



BRONZE EFFIE

Dove — From Being Good to Being Loved | Positive Change-Social Good/Products

Taj Mahal — The Monsoon Tea Symphony | Experiential Marketing

Vi India — Human Network Testing Network | Corporate Reputation

Vi India — Human Network Testing Network | IT/Telco

Vivel — A Brand Ambassador in Every Home | New Product/Service

KFC — Fried Night Footy | Seasonal Marketing

Thums Up — Toofani Biryani Hunt | Beverages

Sprite — 1982 Sprite Meme in a Bottle | Social Media Marketing

SAIC Audi — Q5 Etron 0.03s Shortest Video | Short Video Marketing

Unilever — Skins for Skin | Positive Change-Social Good

Coca-Cola — Coca-Cola Massita | Branded Content



TIL IT'S DONE

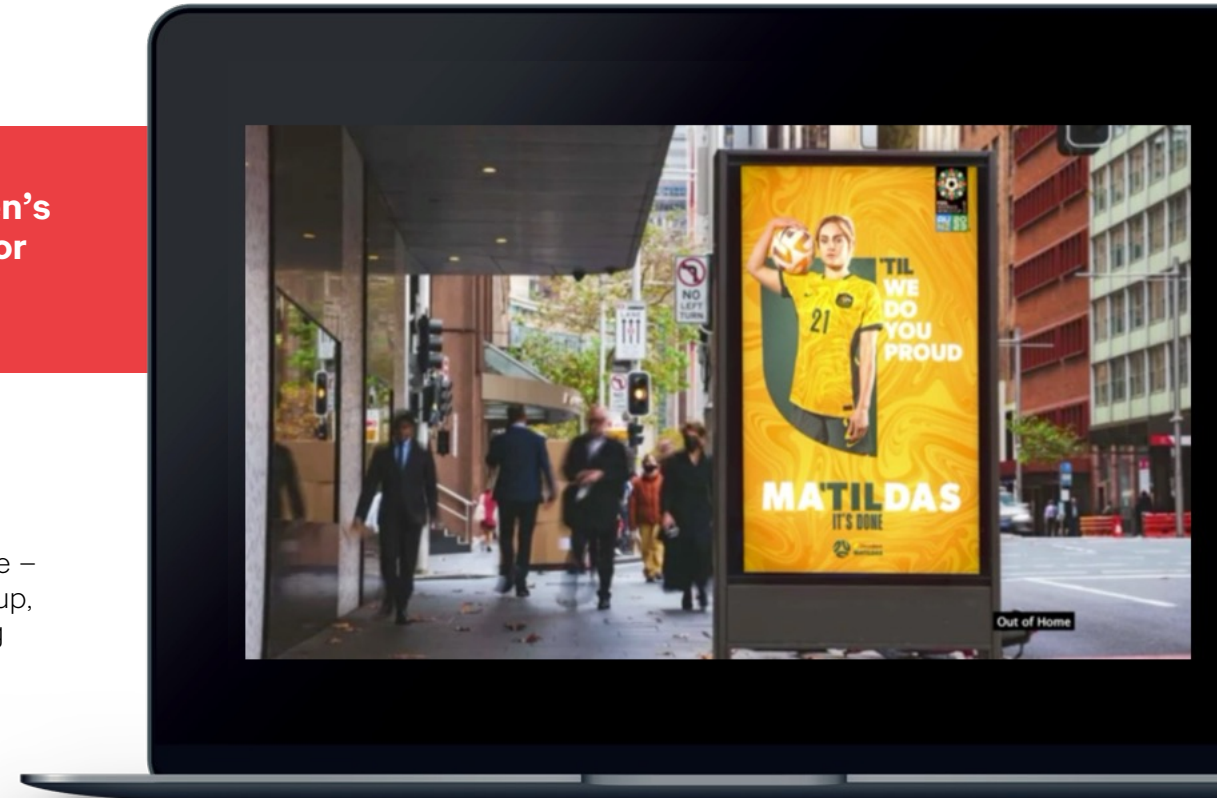
Helping the Matildas, Australia's under-rated and under-supported women's soccer team, take a perfectly timed event and turn it into a tipping point for lasting change – and funding.

Executive Summary

On the eve of 100+ years in the shadows, the Matildas, Australia's under-rated and under-supported women's soccer team, took a perfectly timed event and turned it into a tipping point for lasting change.

The breakthrough was in elevating their heroic performance at the first-ever Australian-based World Cup into a rallying cry that ignited the whole nation's passion.

'Til It's Done' was embraced as a defiant and spirited mantra, helping to fill stadiums, set viewership records and inspire lasting change – 12 consecutive sold out matches post the Cup, and \$134M in additional government funding was secured.



BRAND IMPACT

61% recall, 4.5x KPI

Achieved an average recall rate of 61% across all activity vs the target 13.14%.

MARKETING IMPACT

Drove viewership + attendance

Viewership average on broadcast increased to >970K. Post-Cup attendance increased to 100% capacity, across the year match calendar.

BUSINESS IMPACT

Unlocked \$134M in funding

Government funding increased to \$33.5M annually till 2027.

1 GRAND, 3 GOLD, 1 SILVER



MELBOURNE



Paul Arena
Head of Strategy



Magdalena Tomislav
Strategy Director



Jamie Wright
Senior Account Director



MY BIRTHDAY SONG

Helping turn Cadbury's seasonal gifting brand Celebrations into a year-round brand, by leveraging AI and personalization-at-scale to give the 100+ year-old 'Happy Birthday' song a long-awaited update.

Executive Summary

How do you turn a seasonal brand into an every-day-of-the-year brand?

For India's beloved festive-gifting brand Cadbury Celebrations, needing to extend its relevance beyond the Rakhi and Diwali festivals that make up 70% of its sale, the epiphany was to question why a nation of 1.4B people, with 120+ languages,

celebrated birthdays with the same old "Happy Birthday to You..."

The AI-powered 'My Birthday Song' platform helped gifters turn templated birthdays into unforgettably personalized celebrations, resulting in the generation of ~1.2M unique birthday-songs, an 85% increase in consideration and a solid 10% uplift in non-festive sales.



COMMS IMPACT

1.2M+ personalised songs

10.2M clicks to website
Over 1.2 million personalized birthday songs created within 2 weeks.
Awareness up 15%.

MARKETING IMPACT

+40% non-festive distribution

Added 144K new stores within 60 days of launch
Non festive distribution CAGR growth from 15% to 21%
New trial increased 59%.

BUSINESS IMPACT

+10% non-festive sales

Cadbury gifting recorded a 10% increase in non-festive sales vs year before.
Regular buying increased 71% vs pre-campaign.

MUMBAI

1 GOLD, 1 SILVER



Nikhil Chinnari
Senior Planning Director



Smita Sodhia
Management Supervisor



NOT VERY SWEET

Helping #3 challenger Delight leverage the launch of its 0.1% sugar variant to shake up the category's big sugar white lie – making loud and clear that 'true care doesn't sugar-coat'.

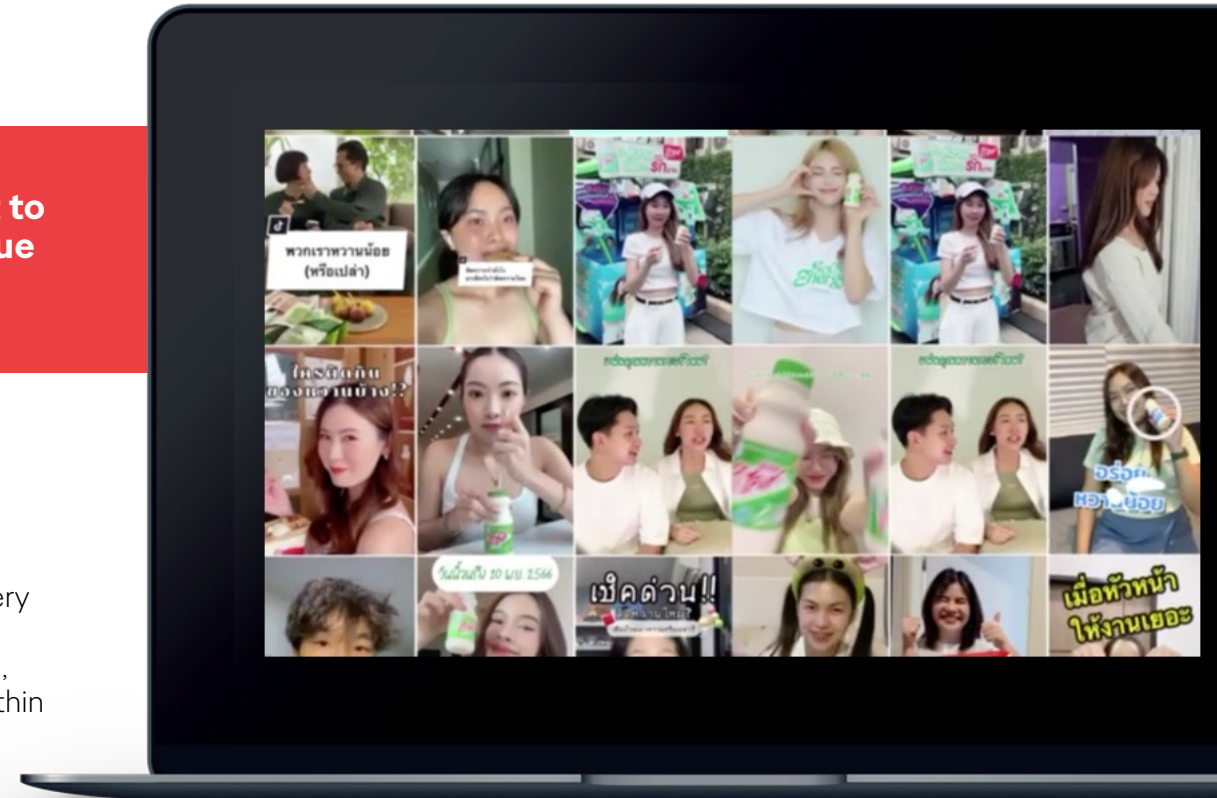
Executive Summary

How does a challenger break through in a category dominated by established competitors who have made it a sacrosanct daily habit?

For challenger yogurt brand Delight, and its new 0.1% sugar variant, the breakthrough came by leveraging a local cultural truth to challenge the foundational white lie of the category: probiotic health benefits made appealing with

excessively sugary formulas.

By making hilariously loud & clear that 'if you really care you don't sugar-coat', the 'Not Very Sweet' campaign achieved millions of impressions, won over perceptions on health, and achieved a double-digit sales growth within six months.



COMMS IMPACT

Boost in conversation

Sparked conversations about 'sugar-coated products' on social media. Expanded the dialogue beyond awareness to reassessing daily choices.

BRAND IMPACT

Awareness + consideration up

Delight turned around its conversion funnel to a healthier state, leading to increased awareness and higher consideration.

MARKETING IMPACT

Lifting frequency

Regular users increasing almost 3x.

BUSINESS IMPACT

Significant sales growth achieved

Double-digit upside in sales growth

BANGKOK



Varisara Srisukh
Senior Associate, Strategy



Bodin Witta
Strategy Director



Niwat Rungtuangworawat
Group Business Director

1 GOLD, 1 SILVER





JOKE IN A BOTTLE

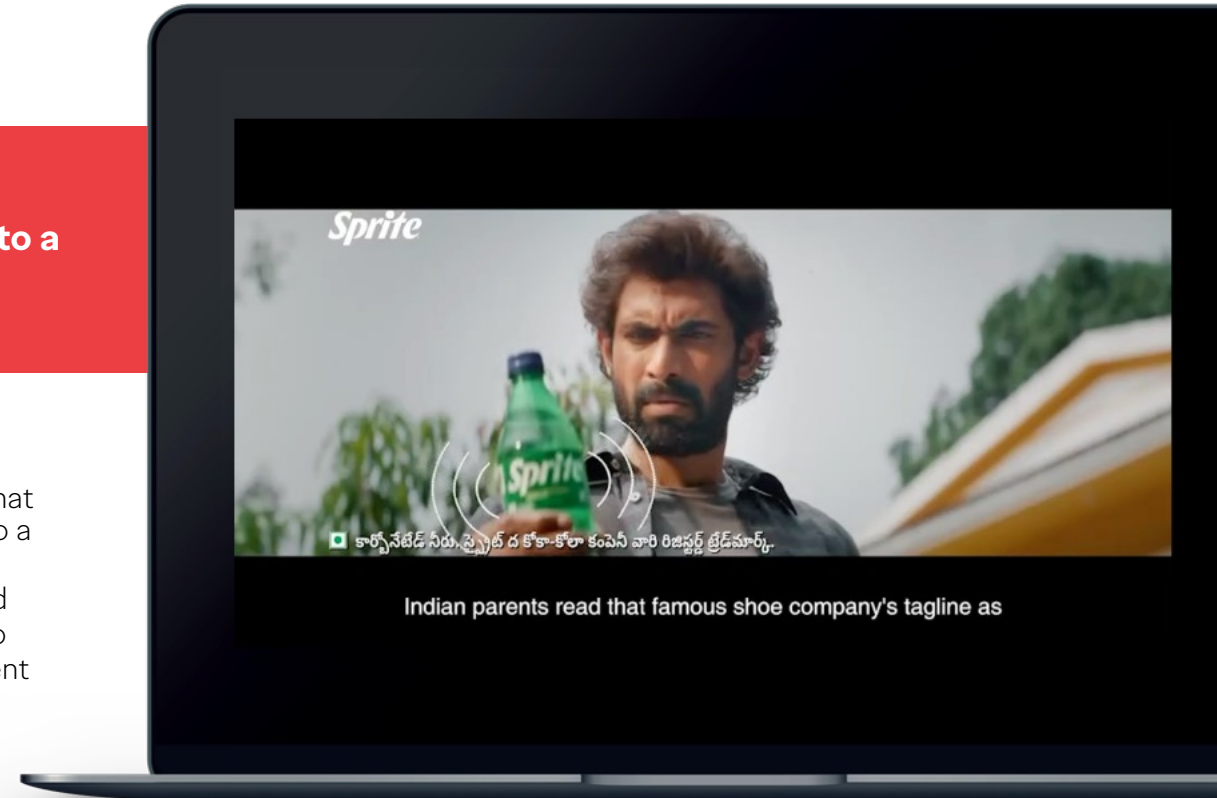
Helping Sprite drive sales by extending its role as a physical refresher to a provider of equally refreshing comic relief – turning its bottle into a ticket to a world of refreshing influencers and UGC comedy content.

Executive Summary

This case underscores that the dynamic landscape of beverage marketing is ultimately a value exchange between consumers and brands. To receive more from customers, brands must consistently provide higher value.

In 2023, Sprite embraced its mission to keep Gen Z cool by integrating content, tech, and commerce.

Enter, 'Sprite, Joke in a Bottle' – a platform that took Sprite from a mere physical refresher to a provider of comic relief in daily life. A 'buy-scan-enjoy' model made it a purchase-linked experience that fast-tracked sales and led to massive engagement, user-generated content and created a captive community of young, comedy-loving Sprite drinkers.



COMMS IMPACT

Visits up

Helped increase visits to the Coca-Cola Studio

BRAND IMPACT

Boosting difference + affinity

Increase in affinity scores of 'Cools me down', 'Beats the Heat', 'Cheers me up'. Highest gains in brand equity metrics beyond summer, with affinity reaching an all-time high.

BUSINESS IMPACT

Category-beating volume growth

Significant volume growth, outperforming the category average, especially in the on-the-go segment.

GURGAON



Rupa Roy
Senior Planning
Director



Priyanka Walia
Senior
Vice President

1 GOLD





THE HUMAN NETWORK

Helping telco Vi restore its network quality perceptions post-merger disruption, by identifying an unlikely 'on-the-ground' human network to both improve and approve its Mumbai network.

Executive Summary

How does a telecom brand restore its tarnished network reputation and business, when usual sources of accreditation were dismissed as not credible?

For telco Vi in India, needing to restore its battered network reputation, the breakthrough was in identifying an unlikely 'on-the-ground' partner.

'The Human Network' project partnered with the uber-credible, Six-Sigma-rated Mumbai Dabbawalla food delivery network, to both 'improve' and 'approve' its Mumbai network - helping drive a 500 Basis-points uplift in network perception 857 Basis-point uplift in user consideration ~9.5% reduction in churn and 30% more new user acquisitions, leading to 4.72M incremental recharges



COMMS IMPACT

Restored brand strength

32% increase in overall positive social sentiment nationwide.
5% increase in network perceptions from July 2023 to September 2023.

MARKETING IMPACT

Reduced churn

Achieved a 9.58% reduction in churn from the quarter of April-June 2023 to July-September 2023.
30% spike in port-ins from competitors to Vi.

BUSINESS IMPACT

4.7M extra recharges

4.72M incremental unlimited data recharges in Aug and Sept 2023; with 1.85M first-time recharges from new users.
USD 11M incremental additional revenue.

MUMBAI



Debaleena Ghosh
Executive Vice President



Abir Banerjee
Senior Vice President

1 SILVER, 2 BRONZE





THE MUSH DETECTOR

Helping Cadbury's counter-culture hero 5-Star cut through and drive sales in the middle of the great Valentine's Day mush – by empathizing with the nation's young singles tired of romantic fervor and pity.

Executive Summary

Valentine's Day = Approximately 20M+ USD business opportunity for chocolates alone in India.

However, Cadbury 5-Star was a misfit on V-day being an individualistic chocolate with a counter-cultural message.

This reflected in growth stagnation & relevance decline around V-day, while love-focused brands grew.

To counter this, 5-Star resonated with under-represented singles tired of romantic fervor and pity.

This birthed the 'Mush Detector' technology which not only empowered singles to exist confidently but also brought fantastic success in the form of growth that outperformed love-focused competition.



COMMS IMPACT

1.2x more engagement

Drove 10x more conversations, with 68% positive sentiment. Delivered 1.2x more than planned engagement.

MARKETING IMPACT

Reclaimed penetration leadership

Overtaken top competitor KitKat in penetration for the first time in 2023 since 2019.

BUSINESS IMPACT

Sales up 39%

39% growth in volume sales vs 2020 Valentine's (last pre-Covid benchmark).

MUMBAI



Shiksha Singh
Senior Planning Director

1 SILVER



Beenu Kurup
Executive Vice President



KENTUCKY FRIED COUTURE

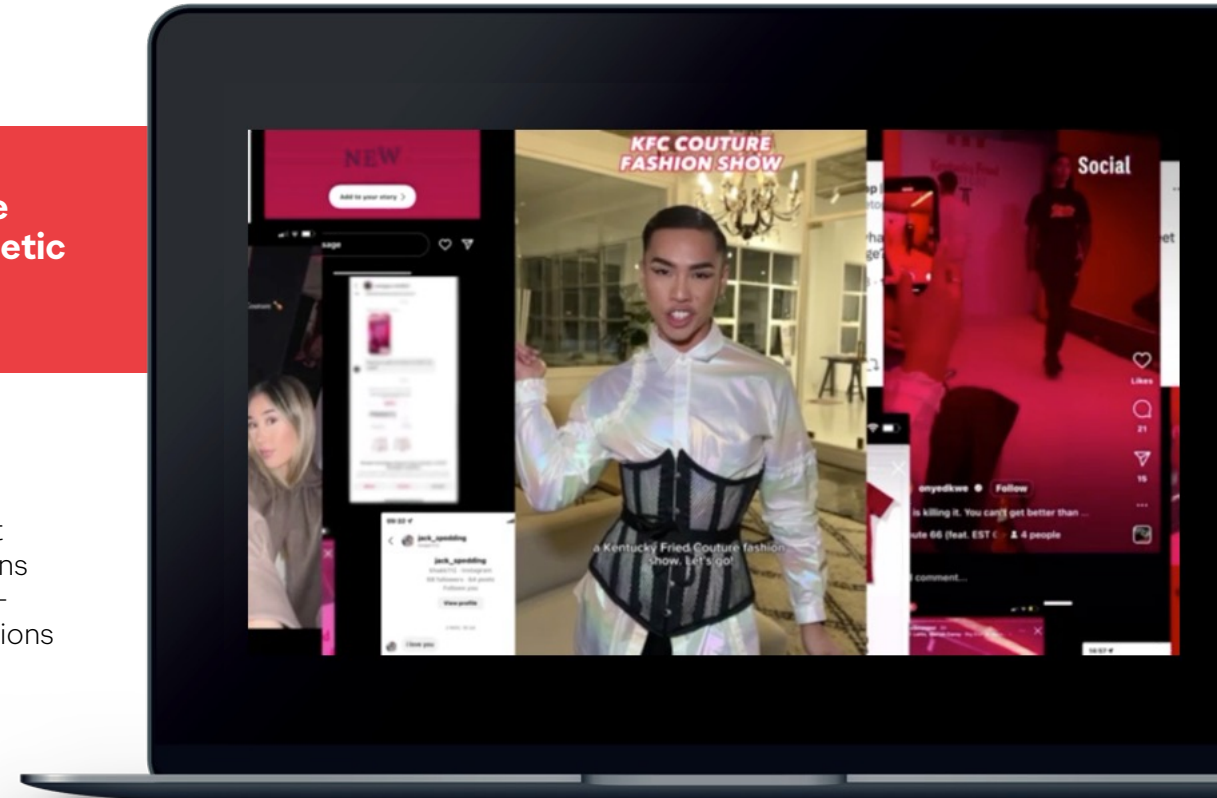
Helping KFC turn around its tarnished brand reputation and sales, with the launch of a branded merch line that unleashed fans to wear their unapologetic 'pride in fried' on their sleeves, literally.

Executive Summary

How does a brand go beyond traditional advertising to turn around a tarnished reputation, brand pride and sales?

For KFC, as their once-dominant chicken share eroded and they were re-framed as public enemy #1 by new entrants who made 'healthy' the politically correct high-ground, the solution was to double-down on what they share with their fans: an unapologetic pride in fried.

KFC hijacked Fashion Week with 'Kentucky Fried Couture', the launch of an extravagant merch collection that was snapped up by fans excited to wear their pride on their sleeves – garnering a reach of 704M, shifting perceptions and delivering AU\$168M in incremental revenue.



COMMS IMPACT

Earned sensation

Earned 457 pieces of coverage vs 200 target
Delivering a reach of 704M vs 120M.

BRAND IMPACT

Positive buzz

Brand buzz and positive sentiment scores increased 3pts in May; higher than any point in 2022.

BUSINESS IMPACT

131% ROI

Gained a gross profit of AU\$38M+, profit margin of 23% and ROI of 131%.

SYDNEY



Emma Debus
Strategist

1 SILVER



Erin Grevell
Account Manager



Q5 E-TRON - 0.03s SHORTEST VIDEO

Helping Audi drive interest, traffic and leads for its aging Q5 e-tron in the world's most hyperactive EV market – by challenging car enthusiasts to try catch the car's ultra-quick response in the shortest video ad ever.

Executive Summary

The Shanghai Auto Show is like China's MET Gala show - everyone wants to be the center of attention.

Instead of doing big ad buys, SAIC Audi went micro-small by creating a 0.03 second video highlighting its 0.03 second-fast torque distribution – then hiding it in influencers videos, challenging viewers to spot it on social media.

This 'blink-and-you'll-miss-it' approach got sell-out queues and a 536% increase in leads.



COMMS IMPACT

402% more search

Keyword search index on top search engine Douyin increased by 402% vs the 2022 Guangzhou Auto Show.

MARKETING IMPACT

223% more visits

Audi booth visit increased 223% vs the 2022 Guangzhou Auto Show, exceeding KPI by 200%.

BUSINESS IMPACT

535% more leads

Leads for the Q5 e-tron surged by 536%, surpassing the 300% KPI despite being a relatively known and aging model.

SHANGHAI



Cecilia Chen
Strategist

1 BRONZE



Felix Wang
Group Account Director



THE MONSOON TEA SYMPHONY

Helping tea brand Taj Mahal support its pricing power amongst inflation-weary drinkers, by reinforcing its distinctive associations as a brand worth paying extra for to turn the ordinary into extraordinary.

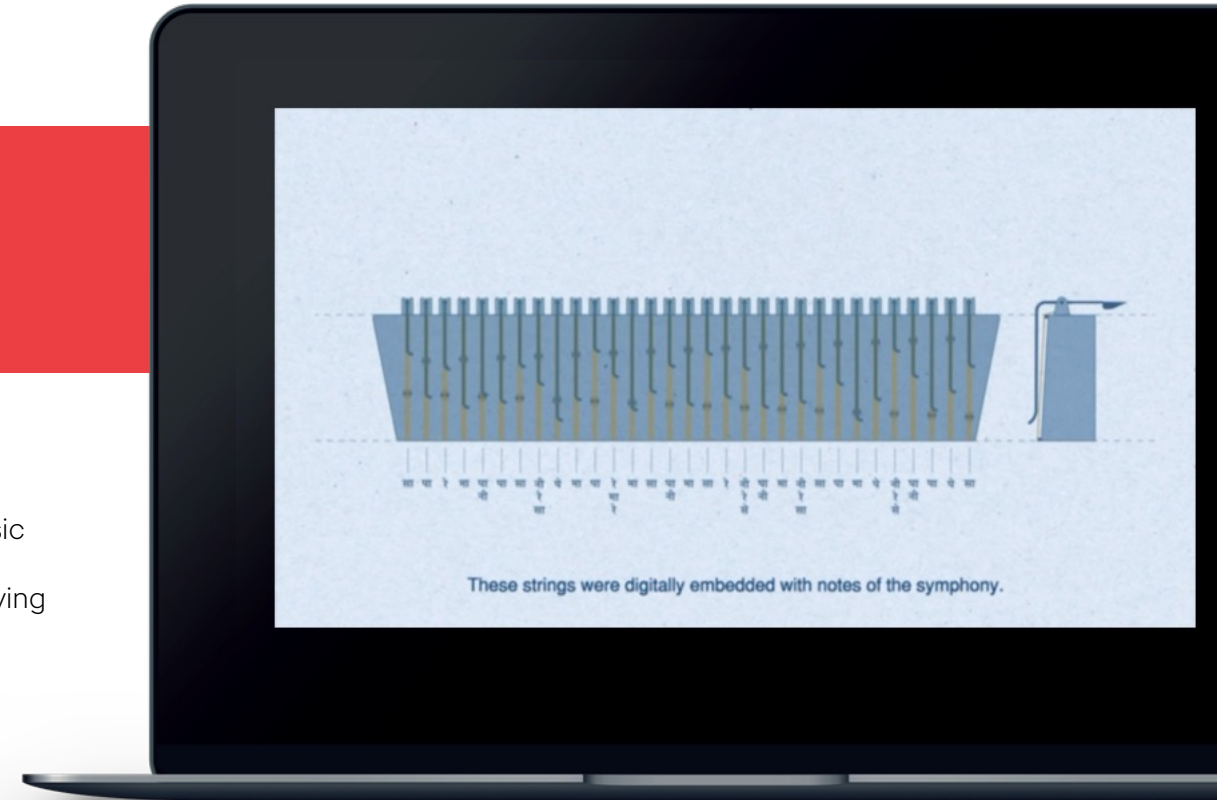
Executive Summary

How does a premium-priced brand avoid inflation-weary consumers from down-trading, on the eve of our biggest sales season of the year?

For Brooke Bond Taj Mahal Tea in India looking ahead to a price-strained 2023 monsoon season, the breakthrough was in turning its DBAs into an experiential marvel, to reinforce the brand's ability to turn the ordinary into extraordinary.

The 'Megh-Santoor' installation turned the brand's association with Indian Classical music into a rain-operated musical OOH, helping increase 'worth paying more for' by +5%, driving an extraordinary +12% uplift in share – and winning a Guinness World Record in the process.

Music to our ears!



BRAND IMPACT

Driving TOMA and Search

TOMA increased by 16% to 89 during the campaign, settling at 81 post-campaign, an 8% increase. Relevant Google search terms saw a 5000% increase.

MARKETING IMPACT

Volume share up 12%

Value share increased by 9% and volume share by 12% during the campaign period. Grew by 12% compared to the pre-campaign period.

BUSINESS IMPACT

Sales up \$500k

The campaign added approximately \$500,000 in additional sales value, reversing a previous declining trend.

MUMBAI

1 BRONZE



Shrenika Ajeet
Senior Vice President



Karishma Gupta
Senior Vice President, Strategy



COCA-COLA MASSITA

Helping 'zero' segment leader Coca-Cola Zero stem the onslaught of newly-launched Pepsi Zero, by relaunching a cultural gem - a 1990s kids rhyme praising its taste and turning it into a pop sensation for a new generation.

Executive Summary

This is a masterclass in activating the power of culture to strengthen brand momentum in response to the fierce challenge from new competitors!

For Coca-Cola Zero facing the gangbuster launch of new competitor in Korea, the breakthrough was in re-activating a historical brand asset at the heart of Korean popular culture: a kids rhyme from the 1990s, whose

chorus sings 'Coca-Cola is delicious, if you like it have some more'!

K-pop idol group NewJeans and their song 'Zero' took the charts by storm, creating a sensation, and Coca-Cola Zero became trendier. As a result, the perception of being a brand that creates and leads culture was strengthened, and ultimately, it overcame fierce challenges from competitors and even expanded its market share.



COMMS IMPACT

Renewed brand momentum

Exceeded KPI from the MZ generation on 'brand that 'sets trends.'

MARKETING IMPACT

Restored brand love

Positive sentiment increased.
Increased gap vs new competitor on 'Brand Love'.

SEOUL



Kevin Park
Account Director



Claire Han
Associate Account Manager



Julie Park
Account Executive

1 BRONZE





FROM BEING GOOD TO LOVED

Helping Dove sustain its brand edge against newer fresher new brands, by activating its commitment to positive beauty and self-esteem in a uniquely local way: #StopTheBeautyTest

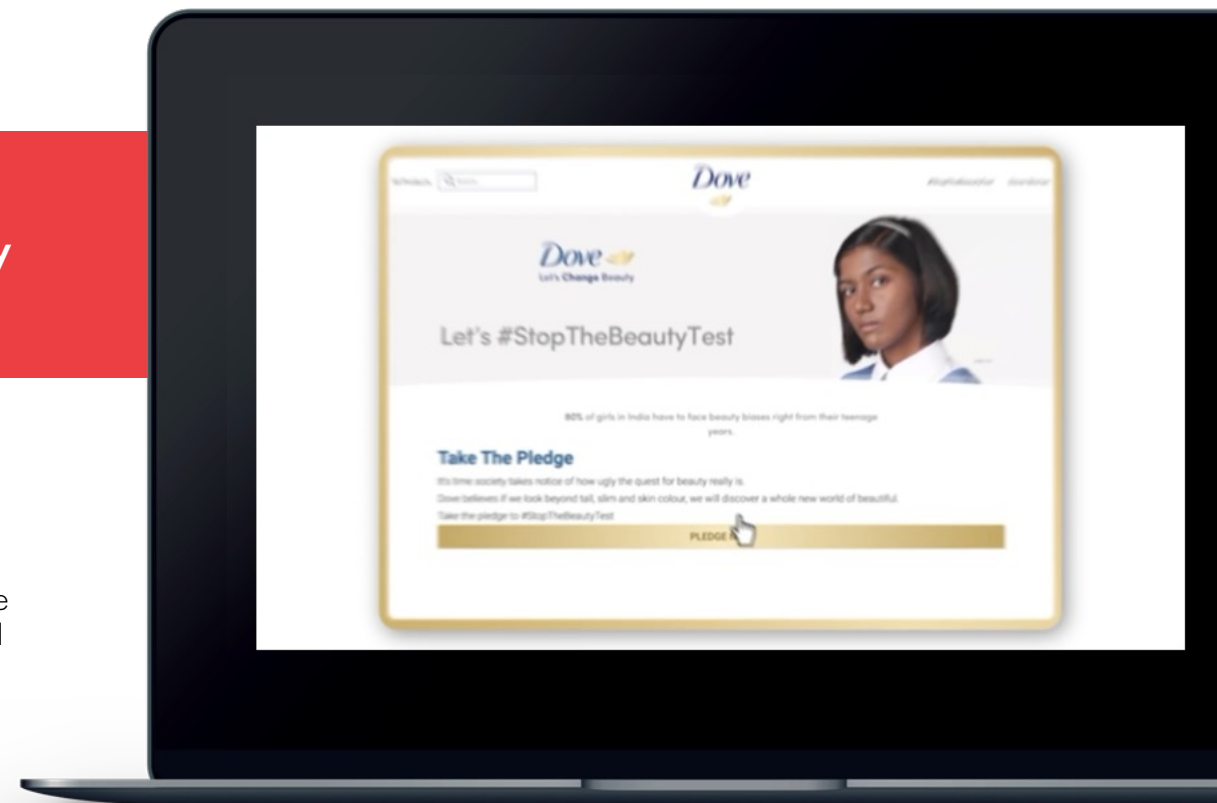
Executive Summary

In the fiercely competitive personal care market, legacy brands often face obscurity against newer, innovative counterparts. #StopTheBeautyTest demonstrates how a brand's legacy can become its biggest advantage against insurgent brands.

In this case, Dove's commitment to raising women's self-esteem, stemming from its legacy as a champion of real beauty,

transcended the beauty narratives in the category.

Sidestepping the typical reactionary response of one-upmanship to competition, it fostered meaningful connections with the audience. This elevated brand perceptions, enhanced affinity and strengthened loyalty, illustrating that embracing legacy can be a powerful strategy in navigating the dynamic landscape of the market.



COMMS IMPACT

High Engagement

Reached 100M+ households, across TV & social media

5% engagement rate vs 2-3% benchmark.

BEHAVIORAL IMPACT

High Affinity

97% of mothers who watched the film believed it would change the way parents talk to their daughters and 96% of them expressed intent to join Dove in the movement to #StopTheBeautyTest.

BUSINESS IMPACT

Scaled impact

Dove's partnership with UNICEF for self-esteem education in schools scaled up from 2.4M students in 2022 to a commitment of reaching 16.4M by 2025.

MUMBAI

1 BRONZE



Abigail Dias
Executive Vice President – Planning



Vineet Singh
Executive Vice President



FRIED NIGHT FOOTY

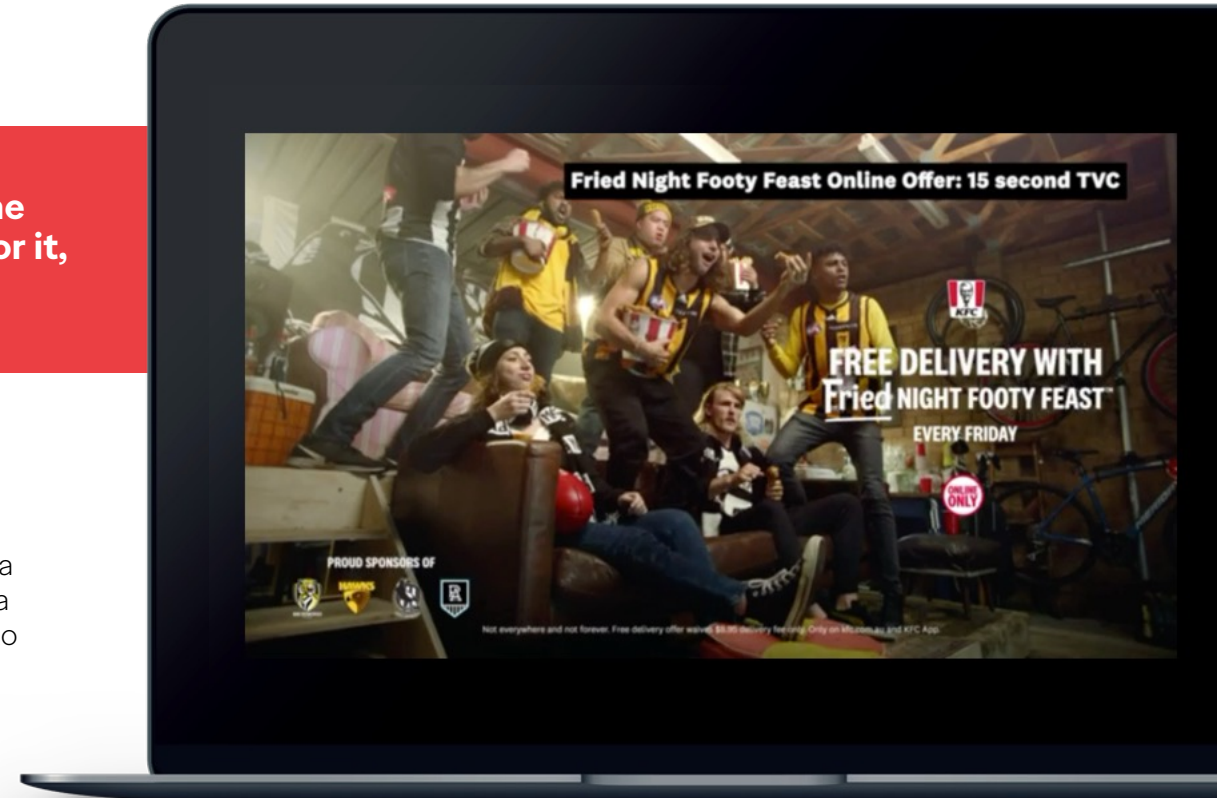
Helping KFC score a critical weekly consumption occasion, by branding the occasion at the core, innovating both menu and experiences specifically for it, and supercharging it with the power of culture.

Executive Summary

How does a brand go beyond traditional advertising to turn around a tarnished reputation, brand pride and sales?

For KFC, as their once-dominant chicken share eroded and they were re-framed as public enemy #1 by new entrants who made 'healthy' the politically correct high-ground, the solution was to double-down on what they share with their fans: an unapologetic pride in fried.

Fried Night Footy' elevated the Friday Night Footy experience to finger-licking heights, changing the name to change the game. As a result, driving 265M media impressions and a 46% year-on-year uplift in Friday app sales to AU\$44.6M. How good!



COMMS IMPACT

4x more impressions

265M total media impressions from March-September 2023 vs 65M in the previous campaigns.

MARKETING IMPACT

2x more Friday transactions

Friday transactions grew more than 2x the rate of non-Fridays.

BUSINESS IMPACT

Sales growth 3x avg

Double growth average by \$8.2M year-on-year, 3x our average.

SYDNEY



Dani Fox
Data Strategy
Director

1 BRONZE



Zoe Coyne
Account Manager



1982 SPRITE - A MEME IN A BOTTLE

Helping mature category leader Sprite build youth appeal in a market 'drunk' on superficial novelty - by turning a long-running meme from Chinese movie history into an IRL product with deep emotional and cultural resonance.

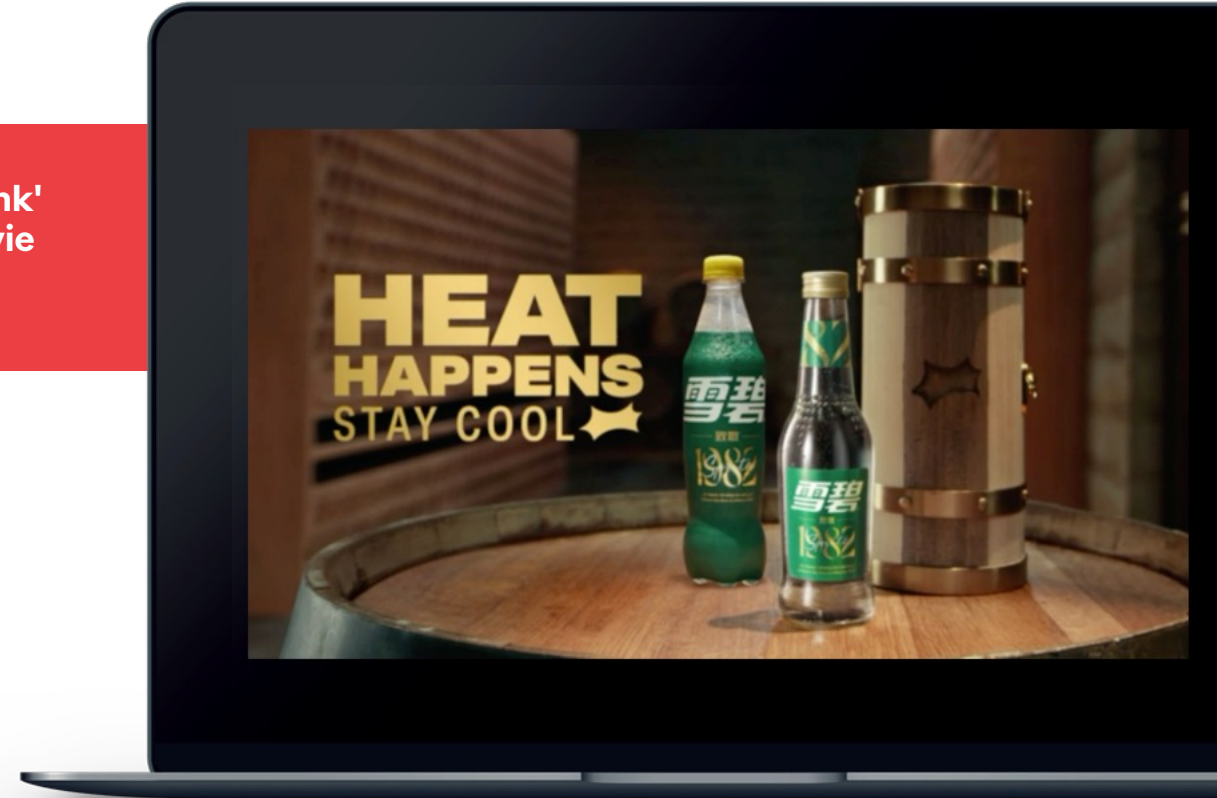
Executive Summary

How does a mature category leader build youth appeal in a market that is 'drunk' on short-term novelty, constantly inundated with ever-wackier new variants, limited editions and brand collabs?

For Sprite in China's hyperactive CSD markets, the breakthrough was to rise above – giving its summer 2023 limited edition deeper emotional meaning and

cultural resonance, with a uniquely ownable brand connection. .

'1982 Sprite' turned a long-running meme from Chinese movie history into an IRL product, and symbol of young Chinese disillusionment with a 'Chinese Dream' that feels more distant and inaccessible than ever – growing 13-29 weekly drinkers and summer value share.



COMMS IMPACT

Social sensation

Generated significant earned media value, surpassing the initial target.

MARKETING IMPACT

Rescued Sprite's summer

Successfully reversed the summer decline, growing 13-29 weekly drinkers and summer value share.

BUSINESS IMPACT

Sustained growth

Drove 3 consecutive months of growth among Gen Z drinkers while maintaining recruitment among drinkers over 30.

SHANGHAI



Arjun Vedanayagam
Head of Strategy,
Open X ASP

1 BRONZE



Katherine Zhang
Business Director



TOOFANI BIRYANI HUNT

Helping turn India's No.1 cola into the nation's favorite pairing with its favorite food, biryani – by inviting the country's foodies on a Toofani Biryani Hunt with Michelin-famed chef Ranveer Brar.

Executive Summary

Thums Up – India's No.1 carbonated beverage – must get people to pair it with India's favourite food, Biryani. But it takes more than just ads to build a new food culture.

Enter Thums Up's Toofani (thunderous) Biryani Hunt – an Indiana Jones style adventure with Michelin star chef, Ranveer Brar, through the labyrinths of India's hallowed Biryani meccas.

A mind-blowing combination of Influencer marketing, OTT content, gamification, and irresistible promos. No wonder, we created new consumption occasions, recruited millions, and opened a new sales channel with online food service aggregators (FSAs).

Cheers to the Toofani Biryani craze!



COMMS IMPACT

Spiced up engagement

Above- benchmark views and active engagement rates

MARKETING IMPACT

Spiced up penetration

Significant increase in association with Biryani. Uplifts in penetration and drinking frequency.

BUSINESS IMPACT

Spiced up sales growth

Drove growth significantly ahead of Sparking category.

GURGAON

1 BRONZE



Abhisek Patnaik
Planning Director



Priyanka Walia
Senior Vice President



SKINS FOR SKIN

Helping skin health brand Vaseline rekindle the power of its PJ killer app ingredient – by reactivating its founding purpose of healing those who need it most: from the war-wounded to modern Thailand skin burn victims.

Executive Summary

"A CALL FOR HELP", blared the Bangkok Post headline, in a desperate plea for skin donations for Thai burn victims.

Vaseline answered the call with "Skins for Skin" program to extend its healing prowess to burn victims, while injecting meaningful differentiation to the core equity of the brand's proliferating portfolio.

The masterstroke?

Forsaking the conventional charity script and fearlessly enlisting an army of unlikely advocates to ignite an unprecedented discourse on skin donations, garnering 30,017 lifesaving donors and contributing to +30bps brand power and +220bps in value share.



BRAND IMPACT

Brand Power Up

Uplift of +30bps Brand Power Share between Q3 to Q4.
+520bps in 'Different' score between Q3 & Q4 2023.

SOCIAL IMPACT

Skin donors up

30,017 skin donor sign-up, vs less than 100/yr previously.
Vaseline saw a +50bps increase in Penetration between Q3 and Q4 2023.

BUSINESS IMPACT

Value share up

Penetration up +50bps
Value share up, from 31.1% to 33.3%.
Sales up +28%, record-high sales in the past 3 years.

SINGAPORE

1 BRONZE



Mellita Angga
Strategist



MJ Pena
Business Director



A BRAND AMBASSADOR IN EVERY HOME

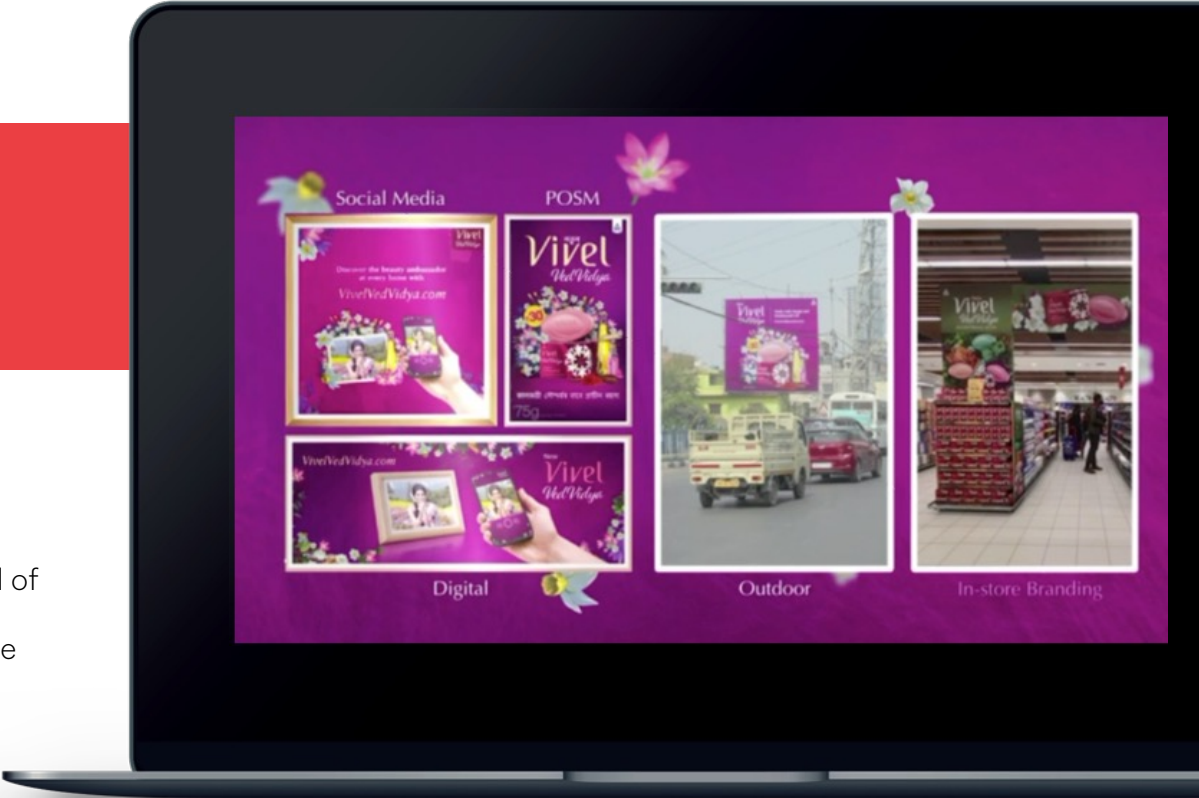
Helping Vivel cut through in the novelty-saturated soap category, by leveraging AI to bring to life a whole new world of ancient beauty secrets.

Executive Summary

When was the last time you heard any buzz or excitement around a new soap launch?

Probably never. Since new soap launched are just variants with exotic ingredients which the competition is quick to replicate. In a category where any novelty around new variants or ingredients is quick to die down, Vivel created

a stir with new premium product range. For the first time, a soap brand leveraged AI technology to bring to life a whole new world of ancient beauty secrets, ingredients and ambassadors that created excitement for the new range.



COMMS IMPACT

Industry-beating views

20M views on reels alone, 10%+ engagement rate.

MARKETING IMPACT

Driving trials and penetration

Consideration up from 45 to 51.
162K new trialists.
9% increase in household penetration, vs target of 5%.

BUSINESS IMPACT

Portfolio sales up 24%

24% growth in the full-value portfolio. Emerging channels sales like e-commerce spiked 4x.

MUMBAI

1 BRONZE



Roshni Mohan
Executive Vice President



Aditya Nagvekar
Vice President - Planning

OUR MISSION: TO BE THE BEST CREATIVE PARTNER FOR GROWTH

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