

SOUTH ASIA

groupm

Editors' Note

At the start of 2016, India has the second largest Internet user base globally. India today has more Internet users than the entire population of U.S.A! The digital story is upbeat in the rest of the Indian subcontinent too- Bangladesh and Sri Lanka both have Internet penetration upwards of 25% of the population; and Pakistan is showing steady increase in Internet user base-200x the base it had a decade back!

This exciting phase of growth has seen digital technology challenging traditional boundaries and models of consumer behavior and redefining the roles of businesses and marketers. At GroupM we continue to take the lead in driving digital thought leadership in South Asia helping our clients and agencies adapt to this change. Our investment in products and people in the digital domain have consistently ensured delight for our clients while helping our agencies win awards every other day.

This casebook is a collection of our award winning digital case studies across GroupM agencies in South Asia. Post reading through each case study, please also spare the time to see the video through the video link/QR code. We hope that the body of work featured in this book will inspire you to raise the bar on your digital marketing efforts.

Cheers.



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Watch the case study videos at GroupM South Asia's YouTube channel below:

http://goo.gl/xQjtyQ

Share The Load



Challenge

Fabric Care is a low involvement category, which enjoys little loyalty and conversations. Ariel had the name and the premium image in the minds of people but not their hearts. Ariel's competition Surf Excel was leading in emotional equity. Ariel needed to connect with Indian housewives to show them that Ariel not just cleans but also cares.

Client:
P&G India

Brand:
Ariel

Agency:
Mediacom India

Solution

In an undifferentiated category, Ariel sought to differentiate itself by associating with a cause that women could relate to. 95% households have only women doing the laundry. No matter how successful a woman is professionally, at home she is a second-class citizen. Using laundry as the operative metaphor, Ariel spoke up for bringing back equality to Indian homes through a movement that called on men to "Share the Load".

The campaign kick-started with News and social platforms showcasing eminent women celebrities reacting to inequality at home and igniting a key question: "Is laundry only a woman's job?" Ariel provoked national conversation and ignited debates across media.

TV vignettes, Print advertorials, Radio engagement, and Facebook posts highlighted the unequal distribution of labor. Ariel got Indian men to commit to sharing the load through multiple initiatives- testimonials, wash bucket challenge for men to post their laundry selfies, contest and quiz. Jeevansaathi.com, India's top matrimonial portal, made 'Sharing the Load' a vital criterion to choose the perfect life partner. Celebrity couple stories on equality were covered across platforms - social media, print, TV.





Results

- Sales grew 60% versus corresponding period year ago
- 1.57 Mn+ Indian men pledged to do the laundry
- 28% uplift in Ad recall
- Unaided Awareness up by 132 index
- Ariel witnessed highest ever Response Rate with Consumer Engagement increasing nearly 3 times
- Over $ 9.5 Mn USD of free earned media



https://goo.gl/1H57bc

Awards:
EMVIES - Best Integrated Campaign Consumer Products - GOLD

Category:
FMCG

1 Missed Call = 3 Clicks



Challenge

Arrow wanted to generate walk-ins for its End of Season Sale at its stores by mobilizing the brand's Facebook fan base.

Standard click-to-coupon models have high dropouts and low rates of conversion from coupon download to store walk-ins, Arrow needed to devise a new, efficient way of ensuring conversion.

Client:
Arvind Lifestyle Brands Ltd

Brand:
Arrow

Agency:
Maxus India

Solution

The conventional couponing process sees dropouts at each stage: from Impression to Click to Visit to Conversion. Arrow redesigned the couponing process to collect the mobile number at the impression stage itself; making the remaining steps redundant. Arrow put a missed call number in the ad copy of a Facebook ad, for users to avail an additional 5% discount via SMS. Not only was this faster, easier and free for the user; it also saved the client the cost of 3 additional clicks, and with no consumer dropouts!

By using Facebook targeting parameters, Arrow used the offer through stamp ads and promoted posts to engage with the brand's consumers with the most intent: the fans.



Results

- 2,947% RoI was delivered on the campaign
- A low campaign spend (below INR 100k) led to sales of INR 2.7+ Mn
- 1,200+ Mcoupons were downloaded, which with a redemption rate of 32%, led to 400+ bills with an average bill value of INR 6,600

Awards:
Campaign India Digital Crest Awards - Bronze : Best Use of Online Marketing

Category:
Apparel

#ClingOnToFootball



Challenge

Soccer has immense following in India but this does not translate into social chatter & discussions. Castrol Activ being the global partner for FIFA, wanted to ensure that its target audience experience the FIFA World Cup like never before through standout creative messaging and communication that brought out its 'Cling On' brand proposition.

Client:
Castrol

Brand:
Castrol Activ

Agency:
Mindshare India

Solution

Castrol created a communication campaign around #ClingOnToFootball which encouraged fans to stick to FIFA World Cup while subtly connecting back to the brand's core proposition (actibonds cling onto the engine to protect it).

Castrol designed a "Live Interactive Hangout"where football experts, celebrities and fans could come together. And created the "first ever banner hangout" to take the hangout to the users when they are on other sites. This was made possible by a new platform called "Lightboxads" through which the interactive impact banners ran across hundreds of sites on the Google network inviting users to participate and give their opinion on the game.





Results

- Achieved 5mn+ Hangout video views
  According to Millward Brown Brand Health Track, the brand advantage increased to 75(from 71 in preceding quarter)
- According to Meltwater, the campaign constituted 18% of the total World Cup related buzz in India

https://goo.gl/JdNzBg

Awards:
Emvies Bronze - Best Media Innovation - Digital - Video

Category:
Lubricant/Auto

#DriveSafeDad



Challenge

CEAT champions the cause of road safety in India. Everyone knows about the dangers of reckless driving and the need for road safety rules but they don't care. Advertising messages fall on deaf ears. Our task was to involve the consumer so as to make a behavioral change.

Client:
CEAT TYRES

Brand:
CEAT TYRES

Agency:
MEC India

Solution

A child's wish is his parent's command. It's seen that when a child voices concern and fear, parents do their utmost to ally those fears. Hence, CEAT decided to involve and educate those who grab most attention to further educate the rule breakers .

Through an on-ground program at Kidszania, (an edutainment park) & 25 schools across the country, CEAT got kids to record five messages to their fathers imploring them to drive safely. These messages were sent via mobile as calls to respective fathers. 1 message was sent each day to respective parent appealing to follow the safety rules

The #DriveSafeDad campaign engaged around 4000 kids and recorded over 20,000 messages which was sent as mobile voice calls to implore fathers to drive safely. Kids, our ambassadors reached out to the adult population and voiced their safety tips.





Results

- #DriveSafeDad reached out to 3.6 million users
- Brand recall of CEAT associated with road safety went up by 15%



Awards:
Goafest – Best Use Of Mobile (GOLD)
Campaign India - Digital Crest Awards – Social Cause, Social Cause supported by a corporate/brand (SILVER)
Campaign India - Digital Crest Awards – Experiential (BRONZE)
EMVIES – Best media Innovation – Digital – Mobile/Handheld Devices (GOLD)
EMVIES – Best Media Innovation – Digital – Multiple Platform (BRONZE)

Category:
Auto/Tyre

https://goo.gl/GOgwiD

Closeup Fashionista



Challenge

Sri Lanka has been a paste-dominated market with a few key players accounting for 80% share. Almost all of these brands occupy the "Family health" space and are positioned as brands that offer "Oral care for the whole family." Closeup as a new entrant was looking at targeting youth (18-24 year olds across SEC A,B,C) with a new proposition of "Freshness" with a gel based toothpaste, a first for a mass brand in Sri Lanka. The key objectives were to increase household penetration in urban sector and build brand love and awareness amongst the TG.

Client:
Unilever Sri Lanka

Brand:
CloseUp Fashionista

Agency:
Mindshare Sri Lanka

Solution

Fashion plays an important role in TG's lives. Young people spend their time mostly at Clothing boutiques and shopping malls. The Closeup Fashionista Campaign launched as a massive consumer activation that mixed fashion with Closeup's brand promise and encouraged youth to 'Look Sexy - Get Closer'. TG could SMS the secret code on Closeup pack to win free shopping spree at the NOLIMIT outlet. The communication was non-TV led and built entirely though "word-of-mouth" via Digital & Radio, popular amongst youth.

Digital promotion included an innovative "stop-motion" video that went viral. The first ever online scratch card, in partnership with ABC radio Network, Sri Lanka's No. 1 radio network rewarded people daily with fashion vouchers. The campaign was supported by outdoor (hoardings, digital screens) print ads on youth magazines and tabloids and activations at youth hangout places.





Results

- Achieved 7 Mn+ impressions on Sri Lanka's First Online Scratch Card with over 1.1Mn+ user engagements
- Growth in Facebook fan base made Closeup page Sri Lanka's second largest FMCG Facebook fan page
- Significant growth both in Topline & Volume
- Overachieved on the Urban sector household penetration target
- Built brand love by increasing total awareness measure by 4% v/s target of 3% (for the quarter). Source: Millward Brown



https://goo.gl/krdYRy

Category:
FMCG

A Smile for Education



Challenge

Colgate Dental Cream is the largest toothpaste variant in India. Given its size, the brand and its consumer franchise are always under attack - either from a new global competitor, or from the existing competitor making direct attacking claims on it or from consumer promotions done by other local brands.In such a scenario, Colgate chose to play to its strengths and further cement the emotional connection between the brand and its core target group - the Indian mother. The task was to drive awareness & excitement for the Colgate scholarship offer for children and enhance Colgate equity as a trusting and caring brand.

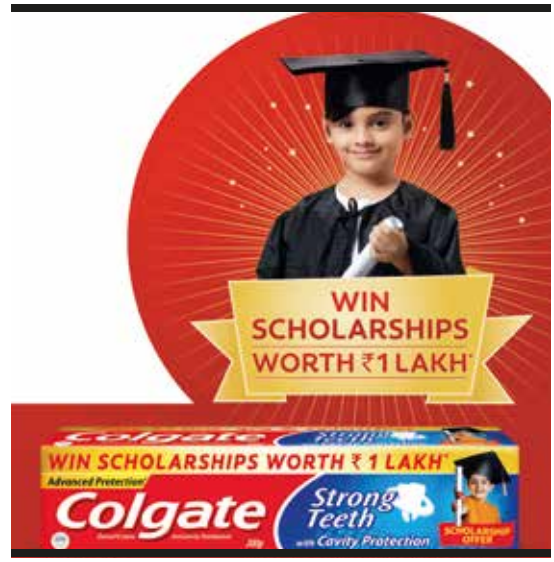
Client:
Colgate Palmolive (India) Ltd

Brand:
Colgate Scholarship

Agency:
MEC - Red Fuse Communications India

Solution

Colgate used a multi-touch point strategy to reach the TG: Television was used to build awareness of scholarship offer, Print to build awareness in local markets.Digital (Mobile and Desktop) was used to build brand awareness & brand credibility using testimonial videos. Mobile was used as a reach medium to target rural areas. OBD campaign reached media-dark rural areas in Bihar, Orissa and UP. Indian Railway's IVR integration on Mobile exposed a pre-recorded message on the scholarship offer to callers. Micromax phones equipped with M-Ad application for making free calls to other Micromax phones showed the Colgate scholarship video.



Results

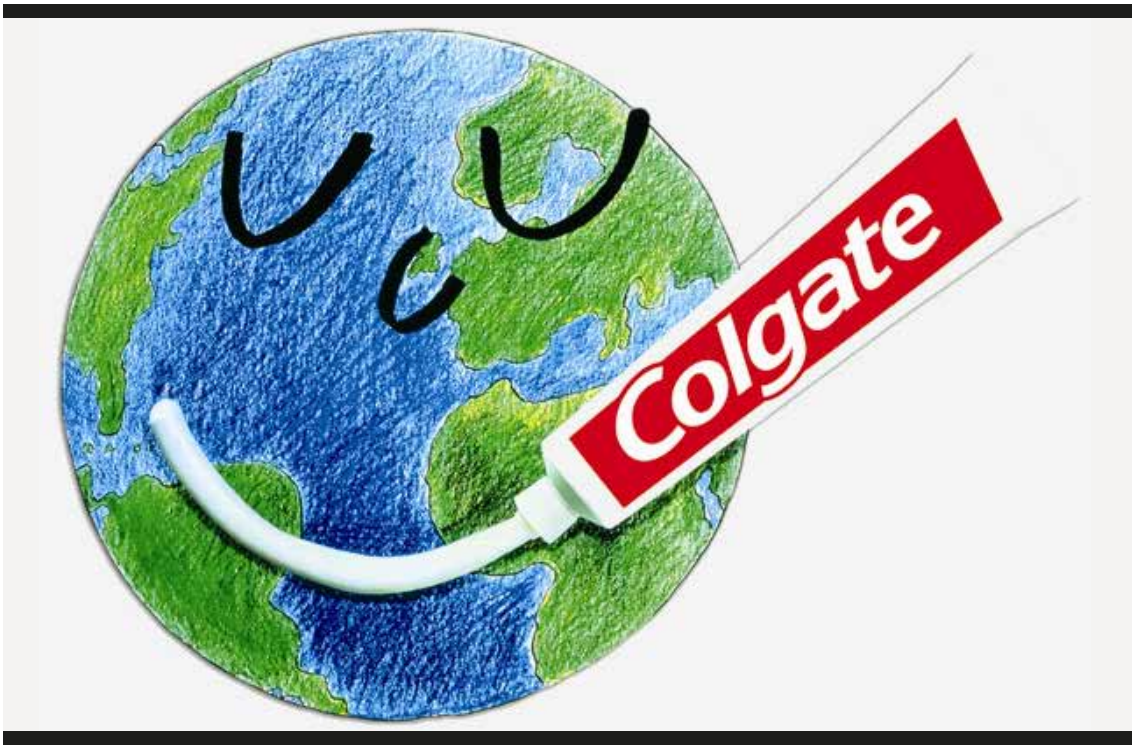
- 1.5 Mn call-ins on the toll-free number
- Post campaign brand loyalty increased from 26% to 29%
- SOM showed a 30 bps growth vs. previous quarter
- Helped change the lives of 200+ school children across the different towns & villages in India

https://goo.gl/CHUN1k

Awards:
MMA's The Smarties: Relationship Building / CRM-Bronze
MMA's The Smarties: Messaging- Silver

Category:
FMCG

Spreading A Million Smiles With A Mobile



Challenge

GFK Mode consumer study revealed that 47% of Indians have never visited a dentist. Indians have laid-back attitude towards dental check-up-64% approach a dentist only after getting a cavity.

In order to create nationwide oral health awareness, Colgate India partnered with Indian Dental Association and commissioned Oral Health Month - to provide easy access to free dental check-ups. The task was to create awareness that free check-ups are available in the neighborhood, and easily accessible.

Client:
Colgate Palmolive (India) Ltd

Brand:
Oral Health Month

Agency:
MEC - Red Fuse Communications India

Solution

The practice of 'missed call' is widespread in India. Colgate used missed call service to provide information about free dental check-up centers. An Oral Health Month helpline number was promoted across mass media. On giving a 'miss call' to this number, the caller would get a call back from an IVRS, be prompted to take a healthy mouth pledge for the entire family, and punch in pin code to get SMS with details of dental check-up centers nearby. Given Facebook's popularity in India, a unique functionality 'click to miss call' was built within Facebook newsfeed ad stargeted at feature and smartphone users. Colgate created hyper-targeted campaigns in and around the areas with free dental check-up centers.



Results

- 5.4 Mn+ free dental check-ups done.
- Accelerated the equity building for Colgate brand- and helped Colgate in becoming the Most Trusted Brand for the 4th consecutive year by the Brand Equity Survey commissioned by The Economics Times.
- Colgate's market share (by volume) in India reached a record breaking 56.7% in a hyper competitive oral care category.

https://goo.gl/dkkAlc

Awards:
MMA's The Smarties - Marketer of the Year In Mobile
Global MMA: Messaging - Gold
MMA's The Smarties: Promotion - Gold

Category:
FMCG

Domino's Search - Art Of Being At Right Place On The Right Time



Challenge

Domino's Pizza, the market leader in organized pizza home delivery segment was the first food services company to launch Online Ordering service nationally. This category is impulse dominated. It was important to understand the consumer behaviour online and use this understanding to drive purchase intent, online sales and frequency of online order.

Client:
Jubiliant Foodworks Pvt. Ltd

Brand:
Domino's

Agency:
GroupM Connect India

Solution

Various digital tactics were used to build interest online:

- Used SEO and SEM interplay to build robustness.
- Brand, generic and competition searched terms were targeted.
- Launch campaign on popular Indian sites. All communication highlighted Domino's online ordering.
- Lateral themes (like deals & coupon sites) were targeted to maximize brand exposure.
- "Online only offers" sweetened the deal for netizens.
- Advanced Analytical Remarketing Strategy used different offers to target consumers at different stages.
    - RLSA (Remarketing List for Search Ads) – For improvising ads position as well as enhancement in the overall sales
    - ESN (Extended Search Network) – For broadening campaign reach and frequency
    - Use of Marin (Bid automation enabled tool) for optimization





Results

Domino's India broke records for Domino's globally by achieving 18%+ of total sales through e-commerce. This was highlighted as a key achievement by Domino's Global CEO Patrick Doyle at Domino's Global Annual Business meet.

- Domino's online growth exceeded offline growth by 10 times.
- Largest online sales registered by a brick-n-mortar company.
- Delivered 25%+ growth quarterly from SEM.
- Cost/visit was 30% lower than the industry average.
- Delivered a CTR of 9.65% in a month on Search which is higher than industry standard by 400%
- Highest downloaded iPhone App in India within the first month of launch.
- With 1 Million+ downloads of Mobile Apps; and clubbed with Mobile WAP Site, Mobile Ordering contributed more than 15% of the total Online Ordering, making Domino's top 5 m-commerce companies in India


India fastest growing market for Domino's

https://goo.gl/qegbxG

Awards:
Gold for best integrated campaign in IAMAI Digital awards
Gold for Best search campaign in IAMAI Digital awards

Category:
F&B

Gillette Feature Phone



Challenge

Gillette wanted to drive Gillette Vector 3 usage amongst value conscious males in India. However this needed to be driven with precise targeting to ensure that existing users of Mach3 did not downgrade to Vector 3.

Client:
P&G India

Brand:
Gillette

Agency:
Mediacom India

Solution

Gillette created sharper targeting using phone ownership as a surrogate filter. Gillette segregated consumers based on the handset used to access Facebook. Consumers with smart phones were shown a MACH 3 ad, while feature phone users were shown a Vector3 communication featuring Rahul Dravid (the popular Indian Ex Cricketer).



Results

This was the first targeted feature phone campaign executed on Facebook. The campaign integration was a success with total of 44 Mn impressions reaching to 8.3 Mn users.

- Purchase Intent of consumers who saw the ad increased by 21%
- Message recall of Gillette Vector increased by 32 %
- Ad recall of Gillette Vector increased by 33%

The campaign was highlighted in Facebook COO Sheryl Sandberg's Global analyst call.



https://goo.gl/c2wQ2w

Awards:
MMA - Silver
Category:
FMCG

Gillette: MACH 3 Race for Supremacy



Challenge

Gillette needed to create awareness for Gillette Mach 3's claim of superior performance through technology and bring out the true indicator of 'Performance', which was 'speed'.

Client:
P&G India

Brand:
Gillette

Agency:
Mediacom India

Solution

Gillette chose to associate with Racing on the mobile platform-a sporting experience that was fast, innovative and personal.The user base matched the core target audience in India. Motorsport and its quest for better technology was a good fit with Mach 3's sporting heritage.

Gillette created the first-ever integration with an EA mobile game in India. Gillette branding was integrated within the game to ensure an immersive experience while also promoting the brand's core identity of performance, technology and speed.

Game players could upgrade to a limited edition Gillette McLaren car. An additional two in-game race challenges were built-in with Gillette branding around each track. Weekly in-game events promoted Gillette races and offered discounts on the Gillette McLaren car. Players got freebies and race currency for watching Gillette videos hosted within the game. Banners in other EA games helped promote Gillette sponsorship.

All Gillette cars and branding were made as permanent features of the game, ensuring that players continued to engage with the brand even after the campaign period.





Results

The First such mobile in-game integration in India was a resounding success with extensive integration and a total of 5+ Mn impressions reaching 762,909 Real Racing users.

- Unaided awareness of Gillette MACH 3 increased by 67% across the country
- 99% of exposed gamers had heard of Gillette MACH 3
- 96% of gamers continued to engage with the brand after seeing Gillette in-game, most frequently by purchasing a Mach 3 in store (56%) or visiting the Gillette website (49%)

In India 95% of the players raced on the Gillette branded track at least once.

https://goo.gl/C1K5aZ

Awards:
Mobby - Gold: MMA
Category:
FMCG

Hero ismart mobile locator



Challenge

Hero the leading motorcycle manufacturer was launching "Hero Splendor iSmart", an innovative variant of Hero Splendor, the world's largest selling bike for the last two decades.

The objective for the campaign was to increase footfalls at Hero dealerships and encourage test rides.

Client:
Hero MotoCorp

Brand:
Hero Splendor iSmart

Agency:
Maxus India

Solution

Consumers, looking to buy a new bike,prefer to test ride a minimum of two to three brands on the same day. The relative experience gives them a perspective of which brand fares better than the other.

Hero targeted users physically present around competition (about 570 Honda 2 wheeler dealers) dealerships pan-India on their smartphones. Hero mapped the geographic location of each competition dealership and then reached out to potential consumer with a HTML5 interactive banner that detailed Hero's bike features. Hero pulled consumer's location and showed them the name and distance of nearest Hero dealership. Consumers were prompted to call the Hero dealership or check the direction on Google map to reach the same.





Results

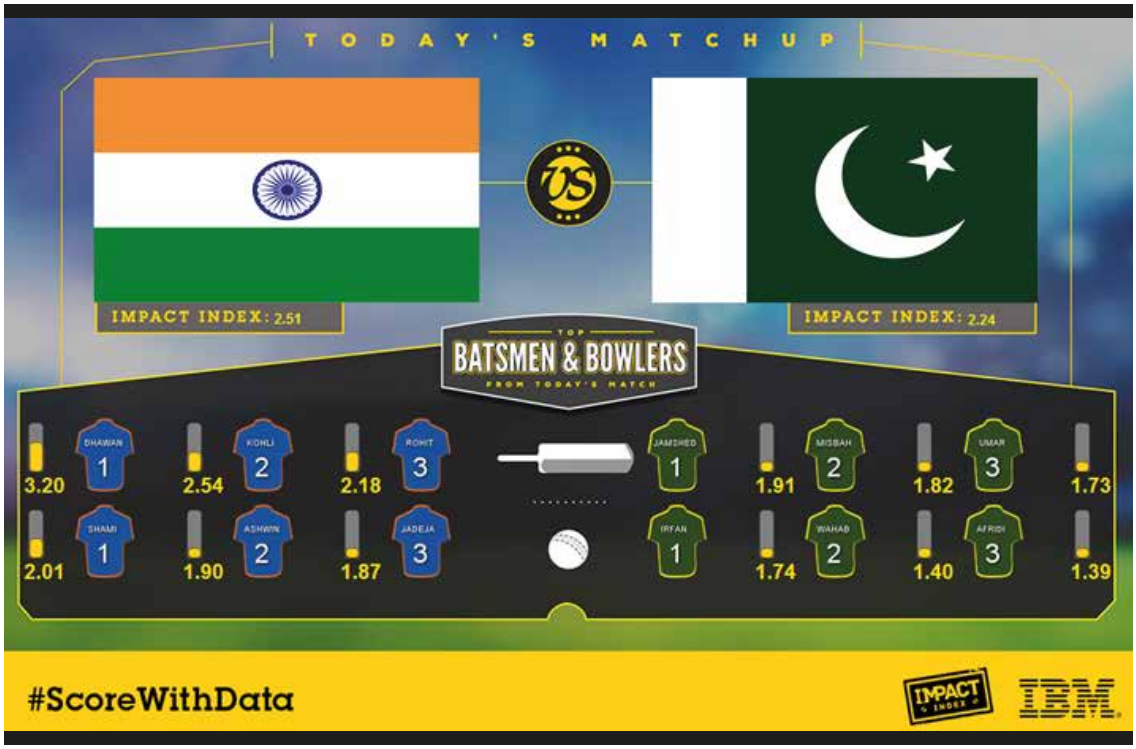
- Hero delivered 8Mn+ impressions inside competition dealerships
- Dealership footfalls increased by 950+ per day

https://goo.gl/QxOPXk

Awards:
Best Media Innovation Digital (Mobile) - Bronze Emvies

Category:
Auto

IBM Score with data



Challenge

IBM is at the cutting edge of technology when it comes to big data and analytics. IBM wanted to showcase their proficiency in analytics and big data using proprietary software and tools in a way that rendered it relevant to both the common man and the CXO.

Client:
IBM

Brand:
IBM

Agency:
Mindshare India

Solution

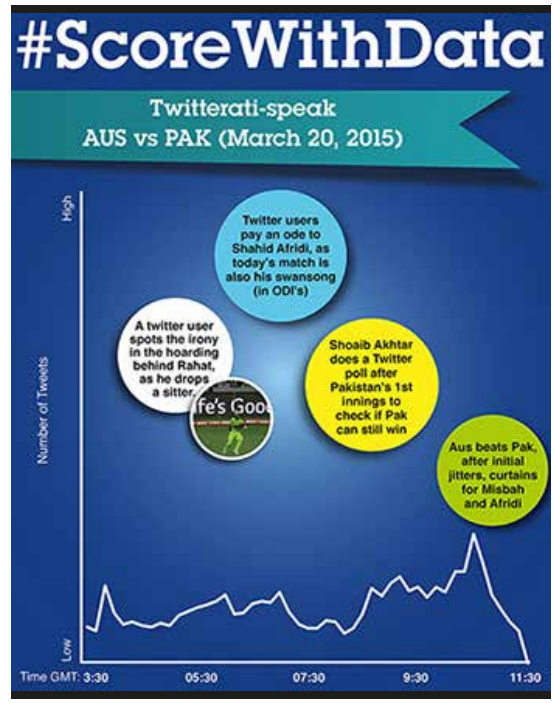
To create a campaign that showcases IBM's proficiency in big data and analytics through a topic that appeals to both the common man and the CXO, IBM decided to look at Cricket, a game that binds India together and is inherently number driven. For the Cricket World Cup, IBM created the IBM Wisden Impact Index – that quantifies performance in a match. This number was derived through complex analytics using algorithms and several data points.IBM also analyzed twitter conversations and trends to pick up insights.

Key highlights:

- A 24/7 – Live social news room churning out real time insight for every world cup match
- 3 million tweets were processed every ten minutes
- A special IBM segment in CNN-IBN – Kings of cricket TV show

A team of dedicated artists visually rendered all the insights gathered. By using analytics and big data to simplify the game, IBM allowed individuals to experience analytics in a way that truly spoke to them.





Results

- Twitter reach crossed 9.1 Mn
- Profile visits grew by 2.1 Mn
- Television reach of over 30 Mn
- Conversations around IBM analytics grew by 62%

Awards:
Emvies Gold - Best Media Innovation - Digital, Social Media

Category:
IT/ITES

Wishing Light Foundation



Challenge

Every day in Sri Lanka, at least two people suffer from curable visual impairment due to the expense of eye care. 75% of Sri Lankans who suffer from partial or complete blindness can have their sight restored but they don't – simply because they can't afford it.

Janashakthi Insurance PLC is one of Sri Lanka's leading insurance companies. They tied up with the Eye Care Foundation of Sri Lanka for their 20th Anniversary in an attempt to 'reduce curable blindness' in Sri Lanka. The project was called the Wishing Light Foundation. The objective was to drive awareness for curable blindness and generate donations from the public.

Client:
Janashakthi Insurance PLC

Brand:
Wishing Light foundation

Agency:
MEC Sri Lanka

Solution

The big idea was to demonstrate 'blindness' to the audience, and show how their world could change by it. This was done by creating, for the first time in Sri Lanka, an automated roadblock on top News web site in Sri Lanka. After 5 seconds of loading the news article on the site, the article begins to blur. And then suddenly the whole screen goes blank, delivering the message to the audience.



Results

- Delivered 3.6 Mn+ impressions and raised a donation of 100,000+ LKR

Category:
Insurance

Kellogg's Wale Guptaji Ki Family



Challenge

Kellogg's – the leading cereal brand in India wanted to move into the "nashta" space. To do that, the brand could no longer rely on the traditional consumption of cereal i.e. with milk. Kellogg's wanted to create awareness about the different ways in which its products can be consumed. To popularize this, the brand created a bank of 100 recipe videos in which Kellogg's can be "customized".

The task was to popularize the videos and reinforce the message that Kellogg's is "customizable".

Client:
Kellogg's India

Brand:
Kellogg's Corn Flakes

Agency:
Mindshare India

Solution

The recipes that were developed were stitched into moments from the newly created Guptaji household which made the recipe content relatable in consumer's everyday life thereby increasing acceptance rate among the TG. At the consumer's moment of truth, while looking for a recipe video on YouTube, Kellogg's stepped in with a related but healthier version of that recipe thereby intercepting the growing need of staying healthy yet satisfying the taste buds of the family. This was supported by social media, native platforms like ScoopWhoop, YouTube pre roll ads stitched with recipe videos, blog posts etc.

Results

- The campaign reached over 15 million people.
- The engagement rates on this content was extraordinary; resulting in 7% shares of the content from YouTube on social media.





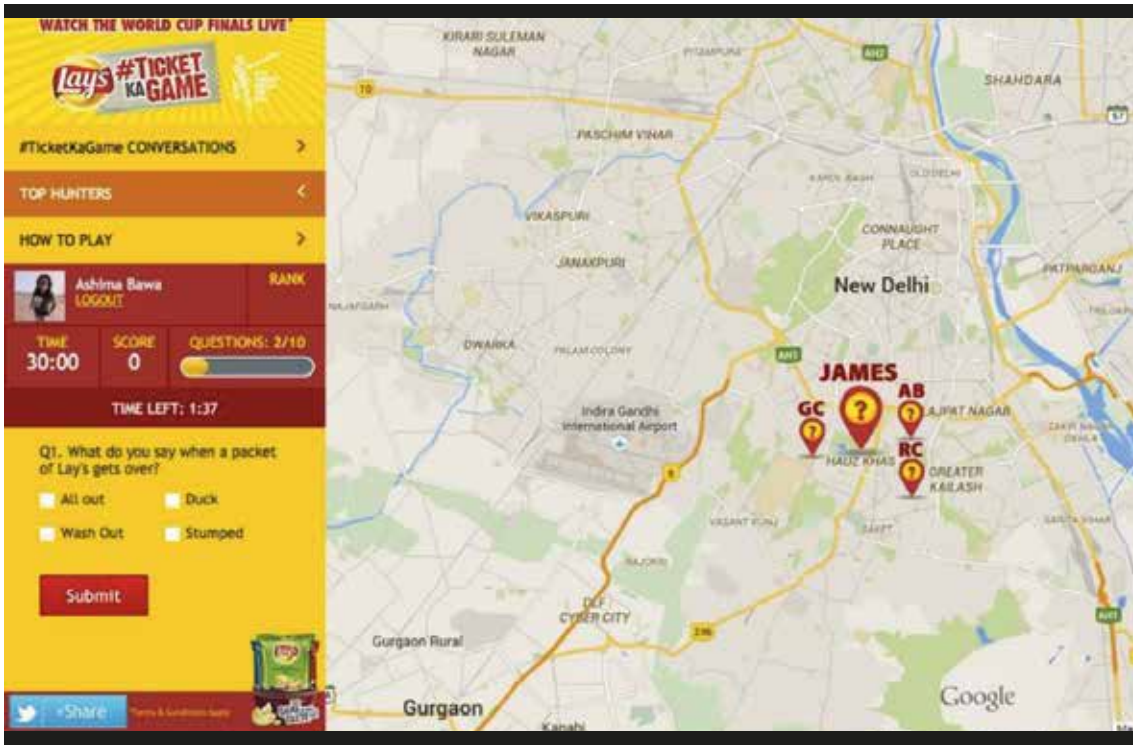


https://goo.gl/sluwqI

Awards:
Emvies Bronze: Best Media Innovation - Digital, Video

Category:
F&B

Google Maps Unlocked A Treasure!



Challenge

Lay's, the undisputed market leader in the potato chips category was hit with a share loss. The biggest threat came from the other snack brands that were promising more variety and excitement. Lay's needed to strike an emotional chord with millennials (15-24 aged core Lay's consumers) during the Cricket World Cup and bring brand love back among this hard to please audience, as they were the biggest consumption drivers for market share.

Client:
PepsiCo India
Brand:
Lay's
Agency:
Mindshare India

Solution

Three insights shaped the solution:

- Historically during every live sporting event, Twitter sees a massive surge in conversations, as it lends itself as a preferred platform amongst youth to express and connect on shared interests and passion.
- For a cricket fan, there is no bigger dream than to watch the World Cup Finals live.
- Google Maps is used extensively by the TG for figuring out directions.

Lay's decided to hide World Cup tickets for the fans inside Google Maps and let them reveal and claim it through interactions with Lay's Twitter handle. Lay's combined the social networking power of Twitter with the utility of Google Maps and created a cool mashup application to engage the audience.





Results

- Brand Love grew by 30%
- Great Taste grew by 21%
- Lay's grew in market share - volumes rose by 13% v/s 8% for Potato Chips category
- Frequency of Consumption went up by +1pp

Awards:
Emvies Gold: Best Media Innovation - Digital, Multiple platform

Category:
F&B

Legal Aid Call Center



Challenge

Legal Aid Society is a non-profit organization in Pakistan. LAS has established a Call Center helping the lower SEC segment who are in need of legal services but can not afford the costs associated. TG was people aged 13 to 40 years, residing in 5 cities of Hyderabad, Sukkur, Larkana, Ghotki& Karachi. The objective was to reach the target audience that is uneducated with limited access to TV, and speaks different regional languages. The campaign needed to create awareness about the services being provided by the Legal Aid call center; and to increase call generation to the call centers.

Client:
Legal Aid Clinic

Brand:
Legal Aid Society

Agency:
GroupM Pakistan

Solution

Partnered with a Telecom to reach out to a profiled demographic target audience via mobile using a two-tier strategic approach:

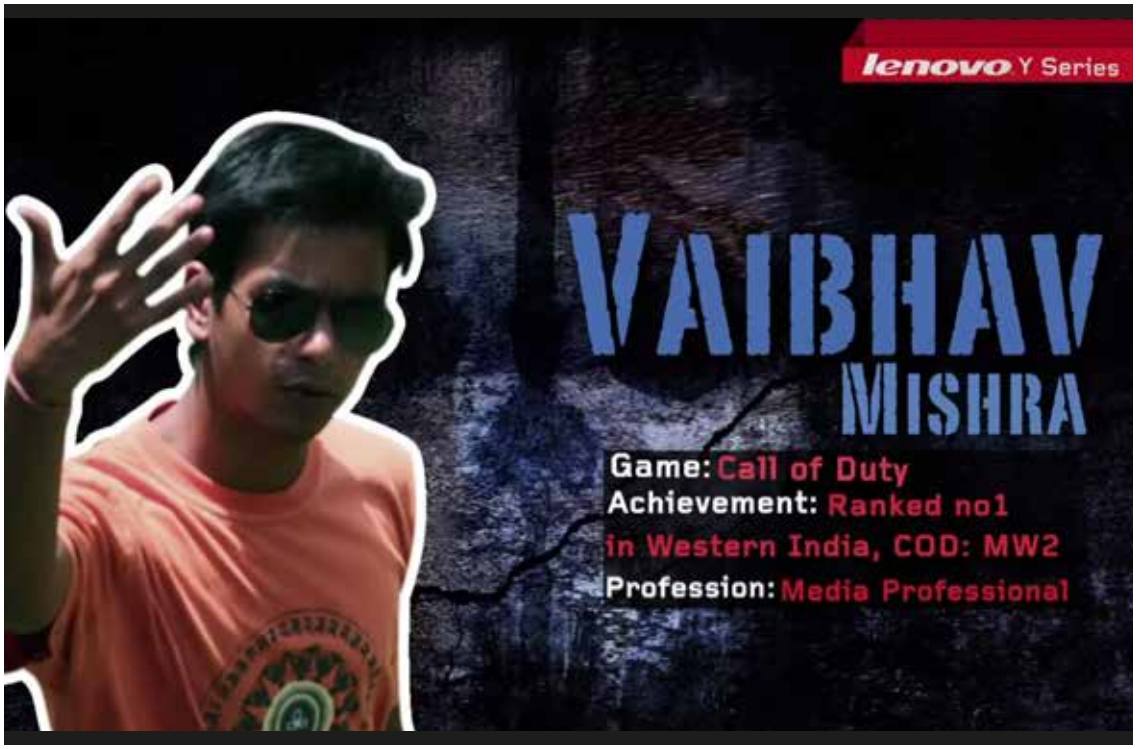
- Auto-Calls were made to the profiled target groups, based on socio-economic class, in different regional dialects
- As a second leg to the campaign, SMS's were broadcasted to reinforce the auto-call message & to ensure UAN number is saved.





Category:
NGO

By Gamers, For Gamers.



Challenge

Gaming is a fast growing genre in India.Lenovo, a lead brand in the PC category, had negligible association in this genre dominated by its competition.

Client:
Lenovo India

Brand:
Lenovo

Agency:
Mindshare India

Solution

Lenovo identified popular gaming genres in India and top gamers from each genre who were influencers for the gaming community. Then created content with these gamers where they shared their tips & tricks related to specific games.

This content was then targeted to ensure that only fans of a specific game received the tips that would benefit their gameplay. For eg: Call Of Duty gaming tips video were exposed only to users on Facebook who had added/mentioned Call of Duty in their profiles either as an update or as interest. On YouTube – targeting gaming channels and pro-tip videos visited by gamers. Seeding of editorial content on the country's top gaming community portal IGN, on premium gaming and content pages frequented by gamers.



Results

- Over 3 Mn+ gamers reached online.
- 500k+ video views on YouTube & Facebook from within 4 weeks of the campaign period.
- 80% increase in traffic on Lenovo's e-store
- Sales shot up by 100% on Lenovo DoStore (e-comm site) with no additional marketing elsewhere except on digital
- Within 3 weeks of the campaign, Lenovo to their surprise had to order additional stocks to meet demand

https://goo.gl/YGDME6

Awards:
Emvies Gold: Best Media Innovation - Digital, Video
Category:
Consumer electronics

Make Every Yard Count



Challenge

The stage was set for the T20 Cricket world cup. Passion for Cricket is unparalleled in India and Nike wanted to capitalize on this. Competitors Reebok and Adidas were associated directly with the event making it difficult for Nike to establish visibility.Nike, not being one of the title sponsors, had the task of out muscling the big spenders and creating the same level of engagement without directly associating with the event.

Client:
Nike India

Brand:
Nike Cricket

Agency:
Mindshare India

Solution

Nike set out to make the biggest crowd sourced film in India- A story of Indian cricket told by the cricket crazy Indians!

Cricket crazy youth were invited over social channels to send in their pictures. The chants, appeals, screams and sledges one typically hears during a heated cricket match were captured frame-by-frame and stitched together. Nike put out user generated content on the social pages and used them as ads instead of regular posts to motivate the youth to participate. Every single image submitted was featured on the brand page along with a quote from the participants; this in turn generated content for the brand page on multiple channels – Facebook, twitter and Instagram. The brand film was broadcast across digital media and Television channels during the T20 World cup.

"Make every yard count" was Nike's ode to Indian cricket, the idea was to capture the passion for the game on the streets, the local grounds and stadiums of India where the real action happened.





Results

- 0.2 Mn+ crowd-sourced images and 3 months of content generated for the brand that was used across FB, Twitter and Instagram.
- 1.4K+ young cricketers participated in the crowd sourced film.
- 12 Mn+ cricket fans reached through web and mobile platform.

https://goo.gl/l6hgd9

Awards:
Emvies Silver: Media Innovation Display, Finalist Spike Asia
Goafest Media Abby's Gold: Best Use of Digital Display Advertising

Category:
Sports Wear

Pond's My Second Honeymoon



Challenge

POND'S has been known to provide simple, effective skin care products that deliver what is promised. Reaching high end users was a challenge for this high quality product,given the competition in the anti-ageing category- Olay and Astalift.Growing average customer spend by 2% and increasing sales of existing products by 20% was the objective for the brand.

Client:
Unilever Bangladesh

Brand:
Pond's

Agency:
Mindshare-Bangladesh

Solution

Romance is usually presumed to be lost after few years of marriage. Pond's wanted to reach out to women with an idea to rekindle the romance in her marriage. Women needed to submit their response on "How to make 2nd Honeymoon unforgettable if given a chance to spend it on a faraway exotic beach?" Social media took center stage in bringing this creative approach to life to attract the niche high LSM consumers.

The targeting strategy focused on premium product consumers through digitally centered fully integrated media presence which included TV (partnership with premium local channels), Social Media, YouTube (content uploaded regularly), partnership with leading English dailies, PR, Search Engine Marketing and Article branding in more than 10 Magazines & 6 Supplements.





Results

- 6.8 Mn+ reach by the Pond's Bangladesh Facebook page
- 70% increase in sales during the campaign period over the previous period.
- Pond's anti-ageing gained market share leadership over Olay anti-ageing. Pond's AA overtook Olay Anti-ageing for the first time in 2 years!
- The Share of Endorsement as per the Brand Health Score increased drastically (to 37% from 25% in previous quarter) for "Fights effectively against ageing process" during the campaign period.
- Free PR Value of 2 Mn+ Taka.

https://goo.gl/IiyGIS

Awards:
Commward 2014: Gold

Category:
FMCG

Snickers - Hunger Search



Challenge

Snickers launched its global campaign 'You're not you when you're hungry' campaign in India; based on the insight that people act a bit 'out of character' when they are hungry. Snickers needed to overcome the high clutter in the media space and come up with a solution, which placed Snickers in the consumers' mind as an instant relief to hunger pangs.

Client:
Mars India

Brand:
Snickers

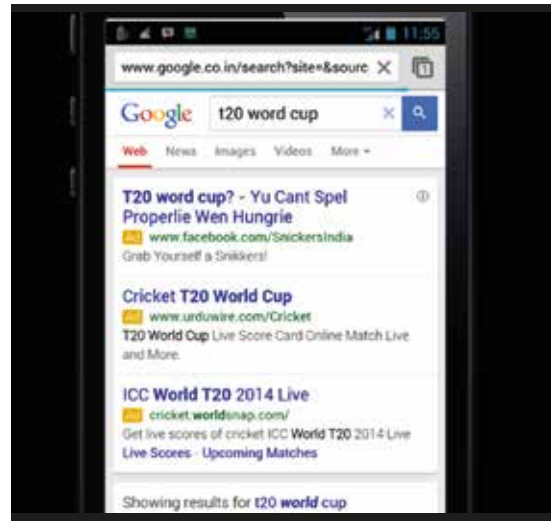
Agency:
Mediacom India

Solution

People tend to make mistakes (like spelling mistakes) when they are hungry and switched off. There are over 10 million misspelled searches every single day, that's 3 misspellings every second.

Snickers capitalized on this insight with Google search. Snickers used Google to reach hungry people every time they made a spelling mistake,while searching on Google with their mobile, and reminded them about the brand proposition with a misspelled ad that said: "Grab yourself a Snickers" as "Yu cant spelproperlie wen hungrie."

Snickers bid on commonly misspelt words on Google. The headline of the text ad would automatically get replaced with the misspelled keyword searched and the text ads displayed was also purposely misspelled to get people's attention.Using misspelled words in search copy is usually contrary to global Google Ad words guidelines – the agency had to work closely with Google to get required approvals for the campaign.



Results

- The campaign was a great success as it reached out to more than 0.1 Mn+ people (within a month). When they misspelled words they saw Snickers ad on the first position. Product trials increased by 10%. The cost per click on the ad was considerably less than brand, category or competition keywords. The campaign registered an impressive 4.17 CTR.

https://goo.gl/pU6hAj

Awards:
Emvies - 2 silver
MMA - Gold
Mobbys - Gold

Category:
F&B

Style Struck



Challenge

Splash is a clothing brand showcasing popular collections for men, women & teens. Splash has stores located in two cities, Karachi & Lahore. The objective was to increase awareness about Splash's new winter collection & store locations; showcase the collection on the digital platform; and engage the target audience and encourage them to purchase the new collection.

Client:
Al Karam

Brand:
Splash

Agency:
GroupM Pakistan

Solution

To create hype and showcase Splash's Winter Collection, four of the Pakistan's most influential Fashion Bloggers were hired to become the Splash Brand Ambassadors. Each blogger was paired up with a fan through a social contest on the brand's Facebook Page. Four fans were picked from all contestants who registered and participated on Facebook. The Splash Brand Ambassadors & their fans were invited to a full-day in-store activity where each fashion blogger had to create different winter looks and style, along with the fan paired with them. #StyleStruck was the official hashtag where the bloggers & fans shared all content, images, videos captured on the day of the in-store activity. Digital Advertising on Google network and fashion websites generated traffic to the Facebook album where the different looks were revealed. The Facebook album was promoted to increase reach, visibility & engagement.



Results

- Campaign reached 4.2 Mn + users
- Page Likes for the brand increased by 31%



Category:
Fashion & Clothing

Taking Ramlila Maidan to 1.5 Million Users



Challenge

Tata Tea's Jaagore campaign has consistently called upon Indian society to not just wake up, but to mobilize and address social ills head on.

Jaagore in 2013 called India out on an enormous issue facing India: Gender Bias. With ChhotiShuruat ("one small step"), the campaign pledged to sensitize Indians to the gender stereotypes that exist in our society, which give rise to myriad problems- from dowry to rape to lack of education for women. Tata Tea's goal was to not only spread the word, but also help the nation walk the talk and help them take the pledge to make their many Chhoti Shuruaats which will lead to a brighter, more equitable India.

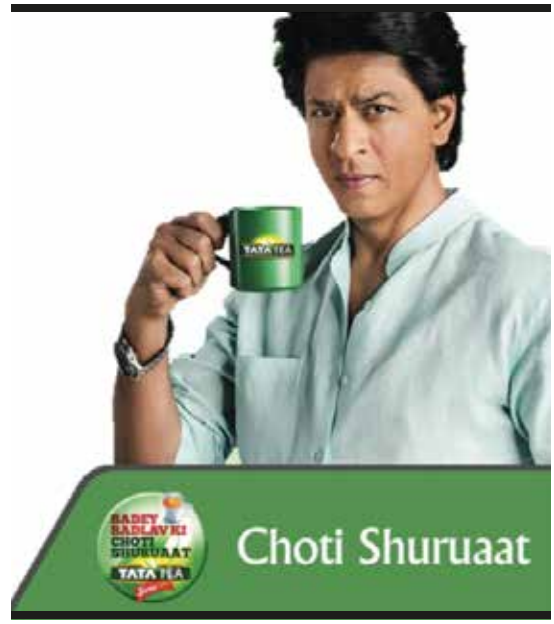
Client:
Tata Global beverages limited

Brand:
Tata tea

Agency:
Maxus India

Solution

Ramlila Maidan grounds in Delhi is a symbol of democratic protest in India, where people converge to mobilize public opinion against social/political ills. However it's hard for people from remote corners of India to come to Ramlilamaidan to take the pledge. Today, mobile phone is one medium accessible to most Indians. Tata Tea used the mobile device as a virtual Ramlilamaidan where users could make their ChhotiShuruat. Via a missed call, the consumer would get an inbound voice message from Shahrukh Khan, exhorting them to make their pledge and also encourage their family and friends to do the same. By using a combination of missed calls, voice and mobile communities, Jaagore provided users with a platform for not just expression, but participation and the ability to spread the message that change is possible. Using the voice medium also ensured that Indians – irrespective of literacy, income levels, and mobile device – could participate in the cause.



Results

- 7 Mn+ seconds of brand engagement, delivered through 1.3 Mn voice messages and over 60,000 missed calls. In just 5 weeks, the campaign received over 55,000 pledges for the cause, over 45% of which came via owned & earned media.
- Over 95% of the users listened to the complete 45 sec call from SRK, which is twice that of the closest benchmark recorded for such an activity.

https://goo.gl/fXCYlh

Awards:
IDMA - Gold: Best Use of Mobile SMS/IVR
IDMA - Gold: Best Social Cause Supported by a Corporate/Brand

Category:
F&B

The Media Movement That Changed The Role Of Women In Indian Elections



Challenge

In the face of pressure from competition intensifying for leadership in the category, Tata Tea needed to own a strong differentiation to help engage directly with the gatekeeper to the household– the women audience in India.

Client:
Tata Global beverages limited

Brand:
Tata tea Gold

Agency:
Maxus India

Solution

Women form 49% of Indian electorate, but very few vote. In spite of being 49%, women did not realize the power of their collective. Politicians also ignored this large voting block and failed to address issues concerning women, since the lower-middle class, rural and marginally literate or illiterate housewives go by the male family head's advice when it comes to voting.

Under its JaagoRe platform for social change, Tata Tea created the "Power of 49" (PO49) campaign; urging the country to take note of 49% Indian women electorate, with power to make or break governments.

TV promos featuring female protagonists from popular women serials encouraged women to voice issues they face at a local level and assert their Power of 49. Mobile,being the medium accessible for most Indians, was key to ring in this change. On Tata tea's JaagoRe missed call number, women could register issues important to them- Safety, health & sanitation, education etc. through PO49's IVR Forum. The brand collected issues reported by women fromall over India and then got 14 experts to discuss the issues and create an action plan-A "Voice Of 49" woman's manifesto. This was presented to 3 leading political parties in India.

Closer to elections, women could also submit their pin code to JaagoRe and get information on their local candidates, to help them decide on who to vote for.





Results

- The campaign enabled over 5Mn interactions.
- JaagoRe received over 800k+ issues from 504 out of 543 parliamentary constituencies in India. Thus making it the largest repository of women's issues voiced in India!
- The campaign helped Tata Tea lead the market with 22.3% share. Tata Tea increased its market share by 10 basis points.
- Amongst women exposed to PO49 campaign, preference for Tata Tea gold grew by 50%.

https://goo.gl/1Tv9Gc

Awards:
Emvies - Gold: Best Media Innovation, Digital (Mobile/Hand Held Devices)
Emvies - Gold: Use of Mobile Media for Launch of Product/Service
Big Bang - Gold: Use of Mobile Media for Customer Engagement
Big Bang - Bronze: Media Innovation, Digital/Social Media

Category:
F&B

Vodafone FanCam



Challenge

Vodafone was one among the 5 sponsors trying to leverage its association with IPL. While Vodafone's sponsorship was limited to an on-ground sponsorship, the challenge was to strengthen its overall association with IPL by engaging with cricket fans inside and outside the stadium.

Client:
Vodafone India

Brand:
Vodafone

Agency:
Maxus India

Solution

On an average,only about 50 people, among the 40,000+ audiences watching an IPL match, in the stadium get the opportunity to be covered live on TV. The rest, 39,950+ only get covered in the form of a huge crowd, where it is virtually impossible to notice a specific spectator. Vodafone created FanCam to help Fans stand out (and be seen as individuals and not a huge crowd).

Vodafone FanCam - a digital property powered by a special camera that captured the world's largest photograph (35metres x 17metres) of 40,000+ cricket crazy fans in a single picture. This was an interactive picture, where each fan inside the stadium can zoom in, locate and then tag themselves - direct from stadium, using their mobile and announce their presence in the stadium to the whole world.

Fans inside the stadium were made aware about Vodafone FanCam through in stadium announcements. 25 mn+ Fans watching the match on TV got to know about FanCam through anchor mentions and aston bands.





Results

- The giant 360°, 80-giga-pixel image, was used by almost 36,000 cricket fans inside the stadium (over 20 matches), who posted this picture in their social newsfeed, this reached 5.6 mn+ friends of theirs on social media.
- Due to FanCam - Vodafone's association with IPL, increased by 8 points and Vodafone's SOV in social increased to 28% from 19%, which was the highest SOV among all IPL sponsors.Vodafone also created a unique template for engaging with fans in popular events and is replicating this for other live event sponsorships.

Awards:
IDMA: Strongest Community Engagement - Silver
IDMA: Use of Technology - Gold
Afaqs: Apps - Gold
Afaqs: Social - Silver
Afaqs: Viral - Bronze
Afaqs: Website - Silver
GoaFest: Youth Marketing -Silver
MMA: Brand Experience in Rich Media - Silver
EMVIES: Experiential - Bronze
Big Bang: Event-based Campaign - Gold
Big Bang: Social Game / App / Contest - Gold
Big Bang: SEM - Bronze
MMA: Engaging Mobile Creative - Bronze
Big Bang: Media Innovation - On Ground Activation - Silver

Category:
Telecom Provider

https://goo.gl/CyaV6V

The Story of 200,000 Bikers Who Rode On 10 Bikes



Challenge

Wrangler uses biking as a platform to connect with its youth audience. True-Wanderers is Wrangler's annual contest where 10 bikers ride across India. Given the low awareness, Wrangler wanted to broaden True-Wanderers' engagement from 10 bikers to the many thousand youth in its TG.

Client:
VF Pvt Ltd

Brand:
Wrangler

Agency:
Maxus India

Solution

Biking is not an activity, it's an attitude. It's about feeling like a biker. Wrangler decided to give the audience a feel of the bike ride by making them pillion riders. Bikers broadcast their True-Wanderers ride and adventure through hourly updates on Facebook. The audience conversed interacted with the bikers by asking them questions, suggesting food-joints, night-camps etc. They did that using #TrueWanderers on Twitter, Instagram. The Wrangler social pages were abuzz with biking conversations about culture, gear, journey and the destination.



Results

- 200k+ audience interacted with the riders - their conversations on Facebook, Twitter and Instagram spread the word on TrueWanderers.
- The campaign saw Wranglers' twitter base organically jump 210% and FB base by 50%.
- Wranglers' two premium bikers' collection denims were sold out in spite of zero advertising.
- The campaign was covered for its innovation by domestic and international media.

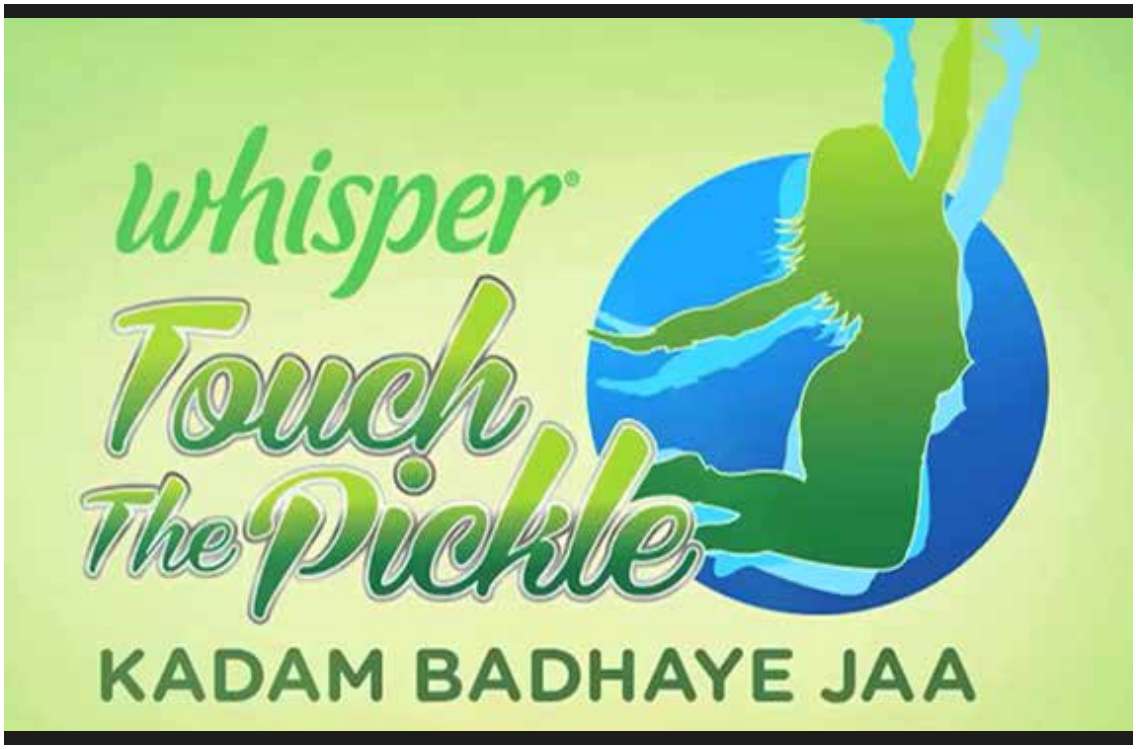


https://goo.gl/EvPt9W

Awards:
IDMA: Bronze - Best Use of Social Media

Category:
Apparel

Touch The Pickle



Challenge

Whisper wanted to drive relevance and trials for its 'Ultra' variant. Most brands in the feminine hygiene category just talk about product superiority to their women TG. Whisper wanted a stronger emotional connect with its urban women consumers and be perceived as an enabler.

Consumer studies showed that 65% of urban women perceived "monthly period" as an inhibitorin achieving their full potential. Women feel disempowered by period-related social taboos like 'Don't wear white clothes', 'Don't touch the pickle', but were hesitant to discuss these.

Whisper wanted to grab their attention and shake them out of their complacency by creating conversations around their feelings and inhibitions. Thereby creating a larger role for the brand in TG's mind, beyond just sanitary protection.

Client:
P&G India

Brand:
Whisper

Agency:
Mediacom India/Quasar India

Solution

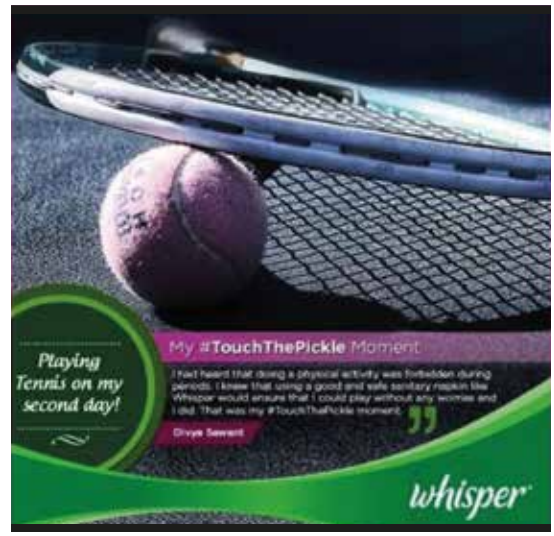
Whisper needed to rally women around its movement against period-related social taboos and inspire women to break free. Whisper made 'Touch the Pickle' a metaphor for breaking free from period-related social taboos and encouraged women to speak out about taboos prevalent in India. Launched with a video that showed a young girl breaking free from period taboos with elder women supporting her- the video spread the movement message and sparked opinions and conversations amongst women. The brand joined in and responded to these conversations. Taking the help of experts like doctors, Whisper used science to underline the irrelevance of such taboos and period myths in today's world. Whisper played the enabler role by showcasing the 'Be Unstoppable' spirit of Indian women. Celebrities pitched in at events across multiple cities and shared their experience of not letting period taboos stall their goals.





Results

- Whisper was successful in accomplishing an emotional connect with consumers and increasing trials for Whisper.
- 2.9 Mn women participated in this movement
- Campaign awareness: 73% unaided recall
- Purchase to consideration ratio improved to 74 vs 70 pre track
- $6.1 Mn worth of earned media coverage



https://goo.gl/qAFQw5

Awards:
Social Media For Empowerment Award by DEF
EMVIES: Best Integrated Campaign Consumer Products - GOLD

Category:
Feminine Hygiene



GroupM is the leading global media investment management company serving as the parent to WPP media agencies including Mindshare, MEC, MediaCom, Maxus, and Motivator in India, as well as the programmatic digital media platform, Xaxis, each global operations in their own right with leading market positions. GroupM's primary purpose is to maximize performance of WPP's media agencies by operating as leader and collaborator intrading, content creation, sports, digital, finance, proprietary tool development and other business-critical capabilities. GroupM's focus is to deliver unrivaled market place advantage to its clients, stakeholders and people.

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