

Here's our short-list of some of the best & most relevant promo/activation campaign winners (USA) from 2018

PRO
AWARDS

For 28 years the PRO Awards has been the world's leading recognition program for excellence in brand activation and promotion marketing. From buzz campaigns and digital marketing, to influencer programs and experiential activations, and beyond... this is your 'look book' into the best campaigns of the year—awarded by a panel of leading brand-side marketers. Over 1,000 entries were submitted from around the globe. And these campaigns were named the best of the best.

We hope you find some of these campaigns of interest



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BRAND AWARENESS - GOLD WINNER - PROMO AWARDS 2018



Client: State Farm Insurance
Campaign: State Farm Colourful Lives
Agency: The Marketing Arm

Through a partnership with Essence, State Farm started an emotional and inspirational conversation with African-American women about financial empowerment in a fun and relevant way. By asking women to identify their goals, State Farm pushed the boundaries of what consumers expect from an insurance brand and empowered women to take steps toward achieving their dreams.

State Farm developed the “Color Full Lives” campaign to celebrate the multifaceted lives of African-American women and the financial goals that they hope to achieve. The program came to life at Essence Festival—the largest female-focused live event in the country—and through media on Essence.com with content featuring women chasing their dreams and “living their most Color Full Lives.”

At Essence Fest, African-American women listened in at three intimate panels featuring celebrities like Anthony Anderson and Issa Rae discussing their own financial challenges. A “Color Full” activation challenged women to identify their financial goals and explore a color-themed interactive based on their individual spending habits. Leveraging consumer data-capture and RFID technology, State Farm rewarded each of these women with a digital magazine based on their interactions at the space.

In a separate activation area, a recording booth with sound wave technology gave women an opportunity to declare and document their financial affirmations. As a thank you, State Farm gifted them digital copies of their statements. Finally, celebrity talent challenged three New Orleans women to a financial quiz during the live Essence Fest concerts at the Superdome, awarding each woman \$1,000 to jump-start their dreams.

Post-festival, Essence.com featured content of entrepreneur and influencer Angela Yee offering guidance to women through three videos, each providing tips on achieving goals via State Farm’s financial site, LetsStartToday.com. Essence editors and a State Farm agent hosted Q&A sessions around entrepreneurship and planning for the future through Facebook Live sessions, customized articles and e-blasts.

Over 150,000 consumers were engaged at Essence Fest, and content on Essence.com generated over 21 million social and digital impressions, doubling the benchmark.



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BEST CAMPAIGN UNDER \$250K - GOLD WINNER - PROMO AWARDS 2018



Client: Brooks Running
Campaign: The Brooks Big Endorsement
Agency: Prize Logic

For the past four years, Brooks shoes were the first- or second-most-popular at the Boston Marathon, and at the 2016 Olympic marathon trials more runners wore Brooks than any other brand. Yet despite this loyal following among serious runners, the brand had yet to secure its power position in the minds of the some 28 million average American runners. As a result, its sales paled compared not only with those of Nike (the Goliath of the business, with \$5.2 billion in annual revenue and a full third of the market), but also with those of Adidas, Asics and New Balance.

The “Brooks Big Endorsement Deal” campaign encouraged everyday athletes around the world to literally “sign with the company” via BrooksAthlete.com, where, in addition to bragging rights, Brooks-endorsed athletes got the full superstar athlete treatment: an official contract, a welcome letter from Brooks CEO Jim Weber and a big fat check for \$1. They also received access to exclusive gear and sneak peaks at special content from Brooks coaches and professional athletes on training, nutrition and a variety of other running related topics.

“Endorsed” athletes could upload a photo of themselves to create a meme featuring their athlete ID showing that they were a sponsored Brooks athlete. Each new endorsee was encouraged to flaunt their official endorsement to family, new fans and rivals alike on any and all social media channels. Participants in the U.S. and Canada who provided their mailing address were sent endorsement kits featuring a copy of their signed contract and a “Code of Conduct.”

By the end of its, ahem, run last summer, nearly 58,000 runners had become officially endorsed Brooks athletes, exceeding the campaign goal of 20,000. To put that into perspective, real track-and-field sponsorships are notoriously meager; a Market Watch survey found that 80 percent of runners ranked in the top 10 for their events made less than \$50,000 a year. The brand investment of the Brooks’ sponsorship promotion was roughly equivalent to adding one top tier professional runner to its roster.



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BEST CAMPAIGN UNDER \$250K - BRONZE WINNER - PROMO AWARDS 2018



To fight its way out from under competitors like P&G and Unilever, Archer, a small home care company for men, turned to social media with a bold goal to increase the brand's social engagement by 10X. Here's the setup.

Record breaking sports endorsements deals make headlines for brands. The higher the total amount of a sports endorsement deal, the bigger the headlines. And the highest paid athletes aren't just paid for their skills during their games, it's their partnerships with brands that rake in the dough. Nike holds the most notable amount of athletes under contract with 48 of the top 100, including Cristiano Ronaldo, LeBron James and Serena Williams.

With that in mind, Archer pulled a brilliant tongue-in-cheek challenger brand move by signing the Biggest Sports Endorsement Deal of All Time: \$3.4 billion paid out over 10 million years to Windy City Thunderbolts pitcher Clay Chapman. Clay was deemed the perfect fit for the brand because he's a young, hungry player who "really appreciates a good air freshener" (since he spends so much time in locker rooms).

Archer alerted the biggest sports networks and media, including ESPN, Comcast SportsNet, NBC Sports Network, FOX Sports, CBS and AP who were invited to Archer's press conference where they brand presented an oversized \$3.4 billion check and streamed the whole event on Facebook Live.

The Biggest Sports Endorsement of All Time not only had a massive impact on elevating Archer's awareness, but helped the brand earn a 142 percent increase in sales. Even with a small budget, that's a pretty impressive lift for the first year of the endorsement. Archer expects the trajectory to continue over the next 9,999,999 years.

Client: Archer
Campaign: The Biggest Sports Endorsement Of All Time
Agency: FCB Chicago



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BEST CAMPAIGN TARGETING MILLENNIALS - SILVER WINNER - PROMO AWARDS 2018



Client: T-Mobile

Campaign: Reaping Rewards with T-Mobile

Agency: The Marketing Store

Like many brands, T-Mobile had some challenges with its loyalty program. First among them: Consumers hate the red tape generally associated with claiming the rewards.

With that pain point in mind, the company set out to create a loyalty program that truly made customers feel loved. T-Mobile Tuesdays, a mobile app available to anyone using the carrier, was the brand's way of showing appreciation to subscribers with exclusive gifts and once-in-a-lifetime prizes, rather than points and rewards only available with additional purchases.

The idea behind the program and its #GetThanked tag was simple: Open the app every Tuesday and collect free stuff from popular partner brands, and get entered to win big prizes like a cruise through the Caribbean or a \$10,000 shopping spree.

T-Mobile Tuesdays lives in a dynamic app for both iOS and Android, as well as web and mobile web. This helped support a flexible program that can change and react to trends. Customers appreciated the easier experience, and the feeling that they were empowered to make choices with T-Mobile and its partner brands.

In 2017, T-Mobile Tuesdays had over 20 million downloads and more than 100 million redemptions, and over 140 partner deals for customers. The conversion rate for registration improved by 200 percent, and since relaunch the program has seen three times more registrations per week and a 27 percent decrease in customer turnover.



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BEST CAUSE CAMPAIGN - BRONZE WINNER - PROMO AWARDS 2018



Client: Adidas

Campaign: Run For The Ocean

Agency: Match Marketing Group

Adidas America had a new shoe to debut, the adidas x Parley Ultraboost, and the plan was to do it in a way that would drive engagement around the rising threat of ocean plastic.

Since 2015, adidas has been working with Parley to address the problem by transforming ocean plastic into high performance sportswear. In 2017, the brand was preparing to launch its first collaborative product, a shoe that was 80 percent comprised of upcycled ocean plastic.

Rather than merely engage runners for a single moment in time, the brand used the campaign as an opportunity to build a digital community of runners that it could continue to communicate with well into the future.

A disruptive run was staged with 725 activists, influencers, celebrities and media on World Ocean's Day during the U.N. Ocean Conference in New York City. The brand moment has to be zero-waste so traditional race course branding was eliminated, opting instead for interactive and dynamic lighting installations to literally turn the streets of New York blue.

All runners were equipped with LED wristbands that grew brighter with every step. Wristbands interacted with light-based installations throughout the racecourse, including ocean projections and wave-like environmental features, creating a dynamic and highly sharable race experience for runners. Even the Empire State Building glowed blue in support of the Run for the Oceans movement.

The program drove an unprecedented level of social engagement compared to other adidas product launches with 9,700 unique mentions and 449 million in potential social impressions. Over 50,000 runners were recruited across the globe to participate in the experience digitally, resulting in over 572,000 kilometers run—equivalent to 14 times around the earth.

The program, provided adidas with the nucleus for a community of engaged and socially conscious runners with whom they can continue to communicate about future adidas x Parley product innovations and Run for the Oceans initiatives



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BEST CROSS-CHANNEL ENGAGEMENT - GOLD WINNER - PROMO AWARDS 2018



Client: Beech-Nut Nutrition
Campaign: Turn The Labels Around
Agency: Scrum50

Motherhood is a jungle of judgment—from how to have a baby, to how to clothe them, carry them, protect them and help them sleep. Every move is scrutinized. But there is perhaps no decision more fraught with opinions than how to choose to feed your child. Every mother hopes she’s doing the right thing, but her confidence is constantly under fire, and she’s called a lot of things along the way.

This campaign was all about getting parents of babies and toddlers (particularly Millennial moms) to see Beech-Nut as a brand that offers a wide range of good-for-you options, while shining a spotlight on how hard it is to be a mom.

Through an engaging and emotional duo of videos that made a powerful statement, heightened awareness of the issue and showcased the clean ingredient labels of Beech-Nut’s natural and organic real foods, parents were emboldened to “mom it forward” and “show moms love” by giving inspiring (and often tear-jerking) shout-outs to moms they thought were doing a great job.

The result? Velocity, (the speed at which product leaves shelves in store), jumped by 70 percent.



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BEST CAMPAIGN TARGETING GEN Z - SILVER WINNER - PROMO AWARDS 2018



Client: Kennedy Space Visitors Centre
Campaign: The Summer of Mars Experience Tour
Agency: Marketing Werks

When families dream of vacationing in Florida, they mostly dream of the Magic Kingdom. Florida's Kennedy Space Center Visitor Complex (KSCVC) had an even bigger dream: They hoped to inspire the next generation of astronauts.

Leveraging partnerships with both NASA and p.r. firm Sandy Hillman, a STEM-focused itinerary was planned to bring an inspiring activation to the nation's top educational centers, including the Smithsonian's National Air and Space Museum; New York's Intrepid Sea, Air and Space Museum; and New Jersey's Liberty Science Center.

A Mars concept rover was commissioned to showcase what exploration on Mars would actually look like. If kids could experience the rover up close, the hope was their passions for space exploration—and the space center—would go into overdrive.

For the Summer of Mars Experience Tour, a custom trailer was upgraded into a suitable transport for a p.r. tour, complete with foldout family stage views. The four-market road show brought the rover to STEM-focused destinations, in conjunction with science weekends where museum destinations were already planning Mars-focused programming. Local media was contacted at each stop to maximize p.r. opportunities.

Astronauts such as Jon McBride were engaged to appear at tour stops, to discuss the rover, the mission and the future of space travel. At the experience, kids could try on VR goggles for a virtual walk on the red planet, and learn about planning and organizing for the Mars habitat via an interactive video game called Cosmic Quest. Free inspirational posters and stickers encouraged kids to consider a future as an astronaut or STEM worker, and onsite snack time of course included astronaut ice cream.

Additionally, a social media sweepstakes, #NameTheRover, spread the good word and awarded those who participated by region.

Of course, the hero of the experience was the Mars rover itself. With giant Martian terrain-ready tires, flashing digital displays, an onboard science lab and a stunning astronaut-designed cockpit, the rover was a sight to be seen—and to be seen with in selfies shared on social.

The total publicity value of the campaign was estimated at \$2.3 million, with 1.9 billion media impressions and more than 1,000 media placements. On-site, 20,397 engagements were logged and 2,338 sweepstake entries were received.



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BEST DIGITAL CAMPAIGN - SILVER WINNER - PROMO AWARDS 2018

Wholesome is North America's leading Fair Trade Certified, non-GMO, organic candy and sweetener company. But like many brands in the organic category, it has suffered from a reluctance by consumers to trust its taste and texture.

The Sweet Confessions campaign invited consumers to experience the real taste of Wholesome candy through two big seasonal pushes for Halloween and the Holidays.

Campaign creative showed consumers that Wholesome and Surf Sweets candy is really good because they're made with real ingredients sourced from around the world. Sweet Confessions homed in on key audiences, emphasized innovative formats and told stories across high-reach, sales-driving digital media vehicles, engaging editorial content, personalized mobile and in-the-moment social platforms.

Paid search drove users to the Wholesome site to learn more about its products and encouraged purchases in its ecommerce shop. Dynamic display ads reached qualified shoppers who were in close vicinity and/or who frequently shop at Wholesome retailers. Influencer content through Ahalogy's network was tailored to the interests of the Wholesome shopper. Influencers shared their sweet confessions across blogs and social using their own voice, photographs and style. Wholesome leveraged the influencer content and assets to extend the partnership to the brand's own channels.

Paid and organic social posts, mobile coupons and a content partnership rounded out the campaign.

The Halloween campaign delivered over 28 million impressions, 33,000 website visits and 1,440 store locator lookups across all media. The Holiday campaign generated 5.4 million impressions with 7,100 website visits. Nearly 90 percent of all site visitors from December's candy media were first-time visitors.

To boot, Wholesome.com ecommerce rose from five percent to 25 percent. And to sweeten the pot, October's retail sales increased 27 percent YOY in natural channels and 26 percent YOY in conventional retailers. The campaign had a lasting effect on consumers too, helping grow November retail sales (typically a slower month) by 114 percent YOY across all channels.



Client: Wholesome
Campaign: Sweet Confessions
Agency: Upshot



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BEST HOLIDAY OR SEASONAL THEME - GOLD WINNER - PROMO AWARDS 2018



Client: L.L. Bean
Campaign: L.L. Bean Northern Lights Celebration
Agency: Newbridge Marketing Group

L.L. Bean wanted to create a holiday happening that would increase retail foot traffic, create regional buzz, fuel social reach through word of mouth and user generated content, and grab earned media during the fourth quarter, the most important sales period of the year for the outdoor equipment and apparel retailer.

With regional holiday celebrations getting increasingly competitive, the primary goal of Northern Lights 2017 was to differentiate the L.L. Bean experience from all others on the Maine seacoast. It was key that as many of the elements as possible be sourced locally from Maine vendors, strengthening the sense of community that L.L. Bean has worked so hard to foster. The target was a group the brand referred to as “The Outdoor Family Enthusiast,” middle and upper middle-class families who have a passion for the outdoors. (Think weekend warriors and avid hikers.) The 15,000-square-foot space had to be engaging, without disrupting consumer flow during the busiest time of the year.

The brand didn’t disappoint. What was once a celebration focused around a single tree became a magical forest of over 700 locally and ethically sourced Christmas trees. Instead of placing Santa inside the store, a custom post and beam barn workshop was created for St. Nick. Maine’s only live reindeer was there to graze and amaze visitors and in the center of the park, a 30-foot yurt housed an idyllic L.L. Bean Christmas scene, a fireplace, a hot cocoa bar and a kids craft area inside. A 10-foot-tall snowglobe that visitors could actually go inside was a lively photo op setting. And, visitors could check out a 12-foot by 22-foot model train exhibit with an accurate replica of the original L.L. Bean store, period correct to the company’s founding in 1912.

Over the six-week activation period, L.L. Bean saw an all time record in foot traffic, with 527,985 visitors to the Northern Lights footprint. The Northern Lights celebration garnered 793,850 Facebook impressions, a Twitter reach of 114,193, and an Instagram reach of 352,099. Happy holidays, indeed.



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BEST RETAIL CAMPAIGN - SILVER WINNER - PROMO AWARDS 2018



Client: P&G / Pantene
Campaign: Care Beyond Hair at Shoprite
Agency: Upshot

ShopRite wanted to drive more traffic to its stores. Pantene wanted to motivate consumers to donate their hair to support their Beautiful Lengths campaign. The solution was the Pantene “Care Beyond Hair” customized program at ShopRite leveraging Pantene’s existing Beautiful Lengths charitable program with ShopRite’s existing charitable efforts. The custom program was set around Breast Cancer Awareness month, exclusively for ShopRite, which allowed shoppers in the Northeast to make a difference in their communities.

At each ShopRite store, the goal was to have five ponytails donated for a total of 200 ponytails across all 40 stores. Two-hundred ponytails meant the Pantene program at ShopRite could give 25 women who are fighting cancer real hair wigs (one wig = eight to 15 ponytails).

In the end, a total of 204 ponytails were donated, surpassing goal by four. Procter & Gamble made a monetary donation of \$10,000 to the Pantene Beautiful Lengths fund.

With more than 2,900 social engagements from both ShopRite’s corporate and former NFL running back Tiki Barber’s social channels, as well as additional support and engagement from local ShopRite pages and Pantene, the program left a lasting impression among consumers in the ShopRite communities. Additionally, ShopRite employees were so motivated by the program that there was discussion around a second anniversary campaign before the 2017 program was even halfway completed.



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BEST SAMPLING OR TRIAL RECRUITMENT - GOLD WINNER - PROMO AWARDS 2018



Client: Starbucks at Home
Campaign: Flavor Match
Agency: Integer

If you're a coffee drinker, you likely buy packaged coffee on a regular basis, along with other staples like milk and bread. However, even people who are loyal to Starbucks cafés don't show the same loyalty in the grocery aisle, picking up Starbucks just three out of 10 times.

For Starbucks, it was time to move those numbers in its favor.

The challenge was to identify consumer taste preferences and narrow down the 27 Starbucks flavor options to three that could drive in-store sales. A check on the target audience's social feeds—Pinterest (recipes), Instagram (fashion) and Spotify (music)—put the pieces together and served as the foundation for a delivery effort based on personalized coffee recommendations and free coffee flights sent directly to consumers' homes.

The campaign produced a jolt with 10 percent year over year sales lifts. The program also exceeded CTR benchmarks by two times and sparked 147,415 individual sessions on Spotify, more than 160,000 Pinterest clicks and a 31 percent increase in Starbucks Coffee At Home website traffic, with 250,000 flight samples redeemed.



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BEST USE OF CONTENT MARKETING - GOLD WINNER - PROMO AWARDS 2018



Client: Mars / Dove

Campaign: Walmart Raised Me to Care

Agency: Integer

For Mother's Day, consumers typically shower mom with flowers and cards, but chocolate gifts aren't always top of mind. Mars Wrigley saw the untapped potential for its Dove Promises brand and partnered with Walmart.com to honor moms—and increase sales—during a holiday few other chocolate brands traditionally leveraged.

The campaign focused on the busy family shopper at Walmart, a mom who strongly skews Millennial and has several kids in her household. She has already allocated all of her time and money, with a huge portion of both often going to Walmart. She feels good about purchasing items that have an added social cause or benefit to the community.

The creative solution, Raised Me to Care, leaned heavily on the important role mothers play in the lives of their families. The heart of the program was an NPR StoryCorps-style online interview series between mothers and their children with extraordinary circumstances. Consumers were urged to give their own mom a special Mother's Day call out, by socially sharing and telling their own stories using #Raisedmetocare. The campaign tied into Dove CAREs, an initiative showcasing the brand's commitment to supporting female cacao farmers in Africa.

Online videos were used to create an emotional connection. To reach consumers while they were in the shopping mindset, Dove used AOL pre-roll ads and promoted Facebook posts. Walmart Exchange (WMX) data was leveraged to reach consumers via run-of-site ads, keywords and contextually targeted placements on Walmart.com and within the Walmart mobile app. All media drove consumers to an enhanced landing page on the Walmart site where they could seamlessly add Dove products to their shopping cart.

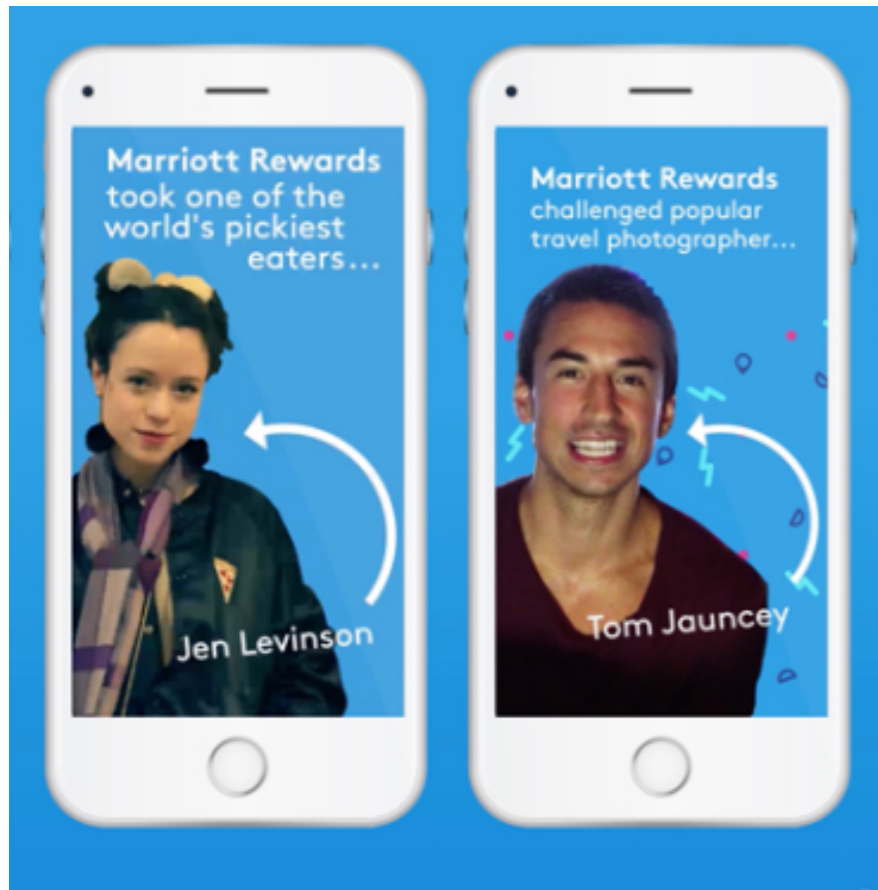
The campaign drove both a sales lift (20.8 percent) and conversion lift (3.8 percent) of Dove Chocolate during the program time frame. The sales lift translated to \$245,000 in ad-exposed incremental revenue. The online ads drove a 47.5 percent new buyer rate across all channels. Online purchases accounted for 62.5 percent of new buyers to the Dove Chocolate brand, and achieved a 29.7 percent conversion lift. The videos generated more than four million impressions and 11,424 engagements across Facebook and Instagram. Sweet, indeed.



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BEST USE OF CONTENT MARKETING - BRONZE WINNER - PROMO AWARDS 2018



Client: Marriott Rewards
Campaign: 6 Days, 7 Nights
Agency: In-House

Marriott Rewards is one of the most well known loyalty programs in the world, but when it came to younger travel-loving audiences, it needed to develop a stronger connection. The 6 Days, 7 Nights program set out to boost awareness and drive consideration among this coveted demographic.

Marriott Rewards created the travel industry's very first episodic Snapchat series, "6 Days, 7 Nights," which followed four social media influencers as they explored different cities around the world. The episodes spoke to viewers in a language they were already familiar with on Snapchat: organic, user-generated content in a vertical, full-screen format with briskly paced editing and fun creative additions like emojis, patterns and captions.

The full episodes transported members to fascinating destinations, like Seoul and Dubai. The influencers led members on an exciting journey with a clear challenge—like testing Berlin's unique food scene or experiencing Seoul's take on American traditions. Members experienced this adventure through the eyes of the influencer, discovering the benefits of the loyalty program along the way. Each episode featured a unique hotel from a distinctive brand in the Marriott portfolio and highlighted Rewards member benefits.

To persuade Snapchatters to swipe up and opt in to view the program's full episodes Marriott Rewards crafted the Snap Ads long-form video campaign with multiple top snaps, optimized for those that drove the most swipe ups. They followed creative best practices, like keeping top snaps under 10 seconds, presenting the brand in the very first frames, highlighting the featured talent's personality and appealing to Snapchatters with both verbal and visual CTAs to "swipe up" on the videos.

Their strategy paid off—Snapchatters opted to watch the final branded video experience for longer than most auto-play, pre-roll video ads last. The series generated over 16 million impressions, reaching 4.7 million unique viewers, and the premiere episode was named the top-performing advertisement on Snapchat to-date. While the Top Snaps drove strong swipe up rates, the campaign delivered especially strong engagement with the long-form videos, which enjoyed an average playtime of 39 seconds.



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BEST CONTESTS & SWEEPSTAKES - SILVER WINNER - PROMO AWARDS 2018



Cheez-It and Pringles' "Kick It with the Pros" promotion combined fans' love of Major League Soccer with their own desire to participate in the game.

MLS fans skew toward young parents and their kids, with a modest slice of the Hispanic demographic in the mix. These "Bold Explorers" snack whether they're relaxing in front of the TV or out and about as a family. Cheez-It and Pringles wanted to develop a promotion that would link the snacks to their lifestyle and priorities, strengthen retailer ties and boost sales. A challenge was that the brands didn't have the deep-pockets of some of their major competitors, meaning they had to do it all without TV or print support.

An online sweepstakes invited fans to step right onto the field and into the action with MLS stars. The grand prize: playing in a fantasy soccer match on MLS All-Star Weekend coached by MLS legends, plus four fantasy camps promoted regionally. Support included field signage at 22 MLS stadiums, homepage takeovers of team websites, YouTube ads, web banners, national and regional in-store POP, email and p.r. Entries were accomplished with a simple tweet tagged #KickItEntry.

To amp up the excitement, packages of Cheez-It were turned into an invitation to get into the game not only on the field, but at the table, with a box that let them literally play with their food. The back of the box was decorated as a soccer field with pop-up goals at each end, and consumers could shoot a Cheez-It cracker at the opponent's goal with their thumb and forefinger. Players were invited to post videos of their tabletop soccer exploits with the #KickItEntry tag. Pringles and other Kellogg's snack brand packaging, and POP displays supported the promo as well.

Bold Explorers immediately lit up social media, especially Twitter, with 35,478 mentions from #KickItEntry conversations alone. This total included thousands who played the on-box cracker-soccer game, then tweeted videos and stills of the action. The sweeps itself drew over 93,000 tweeted entries. Across Walmart, Kroger, Albertson's/Safeway, Northgate and Publix, Kellogg's point-of-purchase investment delivered a hefty 535 percent return in gross sales volume—\$5.35 in additional consumer purchases for every dollar spent.

Client: Cheez-It / Pringles
Campaign: Kick it with the Pros
Agency: Catapult



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BEST USE OF SHOPPER - SILVER WINNER - PROMO AWARDS 2018



Client: Kellogg / Pop Tarts
Campaign: Pop Tarts and
Destiny 2
Agency: Integer

In recent years, Pop-Tarts faced a drop in household penetration that negatively impacted sales. To shore up these declines, the brand cast an eye toward a new target: teens and young adults.

After immersing itself in attitudinal and behavioral data and social listening, the brand looked to video games, notably new title launches when gamers line up at midnight or take the day off from school or work to play. The strategy was to get its new target to reconsider Pop-Tarts by turning each pastry into a delicious power-up that would help gamers advance in the year's biggest game, Activision's Destiny 2, which launched in September 2017.

How? Every box of Pop-Tarts purchased gave gamers something they couldn't get anywhere else: more in-game experience points, aka "XP." The more XP a Destiny 2 player earned, the faster their character climbed in rank, giving them new abilities, better weapons and armor, and more cred among fellow gamers. The more Pop-Tarts they purchased, the higher they climbed. Some shoppers were even buying more than 100 boxes in one trip. And while gamers always love XP points, the offer was designed to be particularly appetizing to Destiny 2 players; sixty gaming influencers received

Destiny 2-branded Pop-Tarts boxes that featured their gamertag on the front of the box to share with their fans.

In a partnership with Gamestop, the first 500,000 shoppers who bought Destiny 2 received free XP Boost codes and Pop-Tarts samples to fuel their first night of playing the game. Launch parties, exclusive offers and a game controller made out of Pop-Tarts that was streamed on Twitch equated to \$10,000 in earned media.



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BEST USE OF SHOPPER - BRONZE WINNER - PROMO AWARDS 2018



Client: Cereal Partners WW
Campaign: CPW Minions
Cereal to Go
Agency: Index Promotions

The cereal aisle is jam-packed so Nestlé's Cereal brands found an innovative way to stand out by leveraging a strong entertainment franchise: the Minions.

The efforts all hinged on a "spectacular" promotional item that would prominently feature the lovable characters in a new way and on an item suitable primarily for on-pack or next-to-pack promotions to attract moms with kids.

With the timely release of the new "Minions" movie, Index Promotions designed a fun and useful on-pack item that looked like a Minion, but transformed into a cereal bowl and spoon. The Minion bowl, free with purchase, was distributed in 23 countries including Asia, Latin America and Europe. On-pack marketing and a shrink-wrapped bowl was on display so customers could see the prize inside.

Large volumes of the product were ordered and distributed the last week of June 2017. The media picked up the promotion, which had a domino effect on the proceeding sales. In all markets the promotion was well received and generated 93 percent more lift than the standard in-pack box. In Thailand, specifically, the cereal sold out in less than a week, with 20,000 items sold.



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**We hope it was worth the read and inspires
some great campaigns for your brands.**

All the best for 2019



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