

# Here's a short-list of some of the best promo/activation campaign winners (USA) from 2017

PRO  
AWARDS

For 27 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 over 30 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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## GOLD WINNER - PROMO AWARDS 2017



**Client: Contours**  
**Campaign: The Baby Stroller Test-Ride**  
**Agency: FCB Chicago**

When shopping for baby strollers, research can help you determine whether the options meet safety criteria. But determining how comfortable the strollers are for their petite passengers is more difficult—after all, babies can't tell you after a test drive, "Ouch, the seat incline hurts my neck" or "Oof, this is one bumpy ride." So Contours, a maker of premium strollers, decided to give adults a test drive instead, in an adult-size replica of its Bliss stroller.

Contours created adult versions of its strollers for multiple retailers nationwide. It offered test rides to shoppers in select Buy Buy Baby stores. Those who agreed to climb up in the giant stroller and be pushed along sidewalks and in parks were filmed to create attention-grabbing digital content that Contours disseminated via Facebook, Twitter, Periscope and YouTube ads as well as on its own social channels.

The video of grown men and women commenting on the comfort of the ride while being babied in a huge buggy generated plenty of giggles among viewers—and plenty of social sharing. In less than a month the video earned 53 million views, fueling a Twitter conversation that reached 48 million people and contributing to 479 million earned media impressions, with Good Morning America and Today, among others, covering the campaign.

All this buzz led to a 225% leap in traffic to the product pages of Contours' website and a 15% push in year-over-year unit sales per store per week. Contours' parent company, Kolcraft, was pleased enough by the results that it is considering adapting the tactic for some of its other baby products—so if you come across an adult-size baby carrier on your travels, don't be surprised.



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## CAUSE RELATED CATEGORY WINNER - PROMO AWARDS 2017



**Client: KitchenAid**

**Campaign: KitchenAid 10,000 Cupcakes**

**Agency: Catapult**

KitchenAid was looking to drive consumer awareness and influencer recommendations, elevate the brand, and maintain a strong in-store presence and positive share-of-mind with sales associates.

In addition, KitchenAid also hoped to strengthen its 14-year “Cook for the Cure” partnership with Susan G. Komen by ramping up its “10,000 Cupcakes, One Great Cause” campaign.

KitchenAid customers are passionate cooks who love to express their creativity on social media, over-indexing for sharing food photos. They’re passionate about causes, but had become skeptical that simply purchasing ‘pink products’ makes a difference.

To meet its objectives, instead of asking for money, “10,000 Cupcakes, One Great Cause” asked consumers to bake cupcakes, snap a picture and share on Twitter/Instagram with the hashtags #10000cupcakes #donate. For each post, KitchenAid pledged a \$1 donation to Susan G. Komen to support the fight against breast cancer, up to \$10,000.

With a total campaign budget of \$90,000, this mechanism was simple and fun. Cooking enthusiasts got to exercise their passion for making treats, while those living with breast cancer received a symbolic offering of love and caring. Leveraging the current cupcake craze, it aligned perfectly with both the KitchenAid brand equity and mission of Susan G. Komen.

When consumers got to a retail store, they were wowed by giant “10,000 Cupcakes, One Great Cause” posters, festive pink balloons, photo backdrops, photo booths, recipe brochures and table tents directly on KitchenAid appliances that linked the brand to the cause.



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# CAMPAIGN TARGETING MILLENNIALS - PROMO AWARDS 2017



Client: Dr Pepper Snapple Group  
Campaign: Pick Your Pepper  
Agency: We Are Alexander

Dr Pepper wanted to drive sales of 20-ounce bottles, while reinforcing the brand's One of A Kind positioning during the competitive summer season.

Dr Pepper was on a mission to reach Millennials while they were in-store, and influence them to choose Dr Pepper over other beverages during summer 2016. The challenge was to find a common theme that would speak to this complex target audience.

The solution? Custom-designed labels based on the passions, fashions, pastimes and pop-culture pursuits of Millennials. Words like Rocker, Diver, Jock, SciFi Geek, Gamer, 90's Kid, Hip Hop, Country, Pro Wrestling, Lucha Libre, Steampunk, Vampires, Zombies and Unicorns, were stamped on the bottles.

Each label was inspired by Millennials, designed by Millennials, reviewed by Millennials and approved by Millennials. Digital print technology created 150 individual labels to capture the breadth of the target's interests.

Custom-merchandising displays were developed to encourage shoppers to hunt for their favorite labels and allowed Dr Pepper to have all 150 labels in store simultaneously.

Dr Pepper found its sweet spot. The target 20-ounce single serve bottles were up 3.7% in volume and 3.9% in dollars versus the year before. "Pick Your Pepper" display activity was up by 74,000 units versus the prior year's summer promotion.

The top 10 most popular labels generated over 15,000 organic engagements without any consumer incentive. And, the brand sidelined competitors, outperforming Coke, Pepsi and Mountain Dew in volume, growth and velocity. This year, the program has been renewed and expanded for 2017.



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## CROSS CHANNEL ENGAGEMENT - PROMO AWARDS 2017



**Clients: McDonald's, Coca-Cola Co.**  
**Campaign: Sip Share Win**  
**Agency: Arc Worldwide Chicago**

The challenge was to put a fresh spin on the old Monopoly “peel and win” style promotion and create a new modern and progressive sweepstakes that would drive brand engagement. And with soft drink sales sluggish and summer on the way, it was not the time to roll the dice.

With Millennials as the target, McDonald's and Coca-Cola partnered for “Sip Share Win” and tied the program to high profile “The Late Late Show” host James Corden and his wildly popular Carpool Karaoke. Carpool Karaoke embodies summer and the on-the-go lifestyle of the target audience as he drives around singing with his celebrity friends like Adele and Justin Bieber.

The program's intent was simple: create a socially led campaign to drive consumers to McDonald's drive-thru to order a Coke and share a selfie or video with a specially marked cup for a chance to win a VIP experience at “The Late Late Show with James Corden.” The campaign rode the segment's popularity online to start the conversation and deliver earned media in the absence of any paid. Some 25,000 sweeps entries crushed the benchmark of 13,000.

“Sip Share Win” launched with a special Carpool Karaoke segment featuring mega star Selena Gomez and James Corden going through the McDonald's drive-thru and engaging with the branded packaging. The segment became one of the most watched videos on the Internet that June with 49MM views.

A YouTube pre-roll pushed the VIP experience with more than 4.5MM views and social influencers (Nascar driver Jamie McMurray, U.S. Soccer player Alex Morgan, singers Leslie Grace & Andra Day) drove engagement. Social mentions topped 30K with a benchmark of 15-20K.



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## CROSS CHANNEL ENGAGEMENT - PROMO AWARDS 2017



**Client: Miller High Life, MillerCoors**  
**Campaign: Wear the High Life**  
**Agency: Arc Worldwide Chicago**

Once known—without irony—as “the champagne of beers,” Miller High Life was a fading icon, particularly to millennial drinkers more interested in craft beers and trendy cocktails.

With sales slipping two percent year over year, Miller High Life needed to increase retailer penetration, sales volume, and repeat purchases and loyalty among target drinkers. The brand has always been more of a “values beer” than just a “value beer,” one that believes in quality and authenticity, and it found millennials hold similar ideals. The “Wear the High Life” loyalty program highlighted these shared values and drove retail purchases.

The brand turned to noted streetwear designer Benny Gold to craft a unique line of premium merchandise available only to those who live (and drink) the High Life. Gold created two streetwear designs that merged his icons those of the brand. These could only be obtained for a limited time by purchasing 12 pack bottles of Miller High Life.

Inside packs, customers found promotional codes they could enter at [wearthehighlife.com](http://wearthehighlife.com). Drinkers received a virtual punch card and a “punch” for each code entered. After five codes, they received a limited edition t-shirt. Designs rotated throughout the program driving loyalty, trips and sales volume.

Awareness grew through PR and media outreach with influencer blogs, fashion publications and supported with launch parties in Benny Gold’s retail stores in New York and San Francisco. A 90-second video created excitement and drove word of mouth in the marketplace, with 15-second cutdowns all shared through social feeds and media channels. Facebook and Instagram posts promoted awareness of the Benny Gold collaboration and the promotional offer.

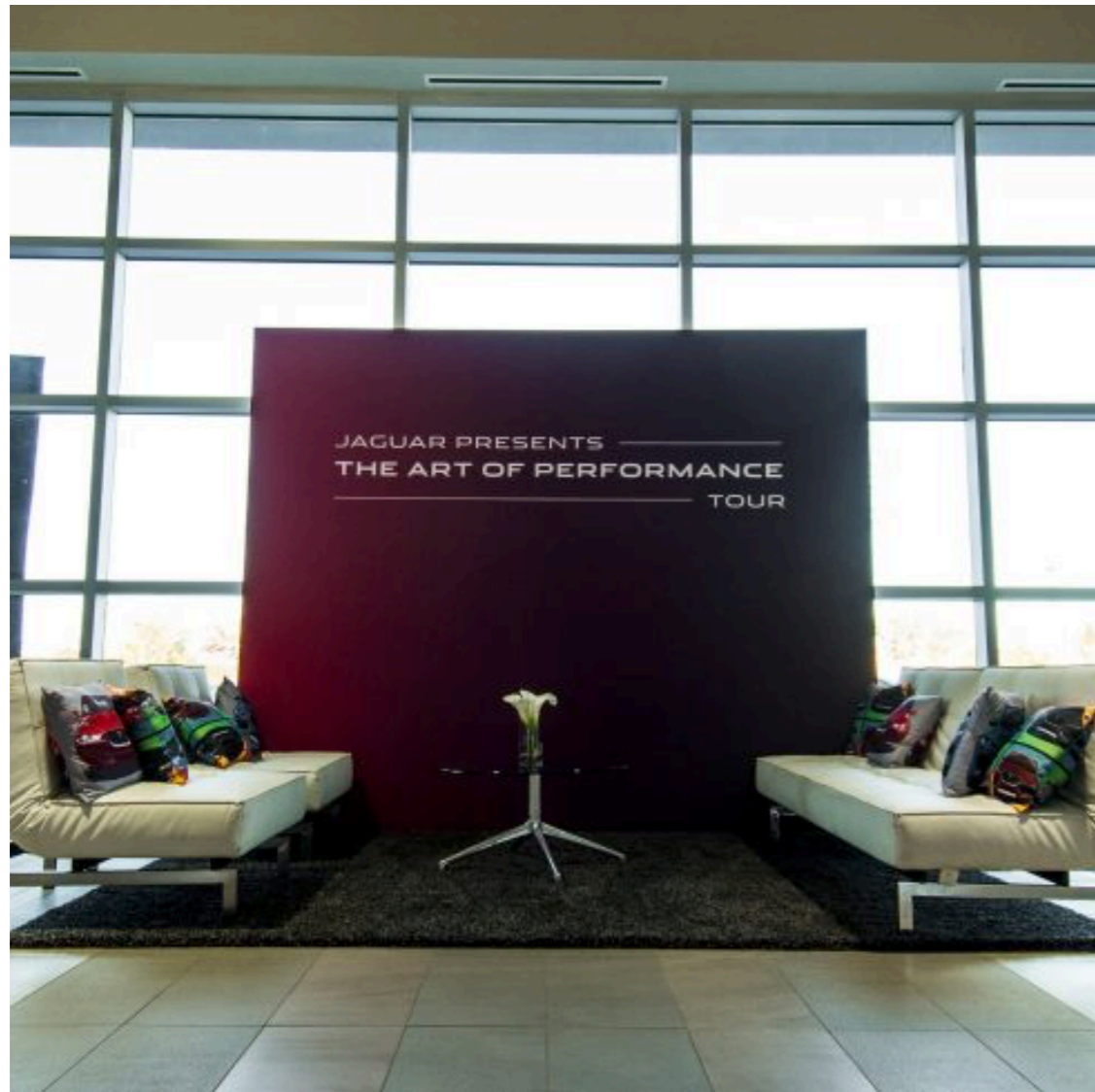
The program resulted in a 7% increase in program sell-in to retailers over the previous year’s program, and led to a healthy 6% increase in 12 pack bottle sales. Over half of registrants came back at least 10 times to purchase Miller High Life 12 pack bottles over the four-month time period.



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## BEST DIGITAL - PROMO AWARDS 2017



Client: Jaguar Land Rover

Campaign: The Art of Performance

Agencies: Automotive Events, Mindshare, Spark 44

To launch the XE, a compact premium sport sedan, Jaguar wanted to reach a new millennial audience who had luxury tastes, but not necessarily a luxury budget just yet.

The brand had less than half the budget of its last product launch and more than double the sales goals in the first year and needed to develop an efficient campaign that would breakthrough in a cluttered market place. Jaguar looked to reinvent the test drive with the Art of Performance Tour, an immersive brand experience that combined a physical and virtual test drives and took the showroom to millennials rather than expecting them to come to a dealership. The experience offered the exclusive opportunity to drive the new XE sedan on the street and on a high-performance closed course, months before it became available to buy.

Attendees experienced the art of movie making and high performance driving through a personalized action-adventure two-minute movie created using custom developed, patent pending video stitching technology. Each personalized film was delivered within minutes and instantly shareable. A partnership with Facebook and Instagram gave attendees the chance to create a seven-second profile video featuring their stunt driving scene.

Sign-ups were done online, and events were scheduled in the morning before work, at lunchtime, through the evening and on weekends. The tour took guests through six interactive environments, including a check-in where they were fit with RFID wristbands they wore throughout the event, the showroom, the movie, the actual test drive, a lounge featuring refreshments and comfy seating, and an exit survey.

Eighty-five percent of participants in the Art of Performance Tour were new to the brand, and the target millennial audience shared content at a rate of 50%. The campaign generated more than 242MM social impressions, 86.4MM PR impressions and 49MM video views. Conversations on Twitter reached a potential 5.5MM followers, and Jaguar received over 3,000 pre-orders for the new XE.



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## BEST HOLIDAY / SEASONAL - PROMO AWARDS 2017



Client: Dr Pepper Snapple Group  
Campaign: MiniMonsters AR  
Agency: We Are Alexander

To increase sales of its soft drinks during Halloween, Dr Pepper Snapple Group scared up a treat of a campaign with the help of mini cans of soda, cartoon monsters, and an augmented reality app.

The company had introduced its MiniMonster cans of 7-Up, A&W, Big Red, Canada Dry, Squirt and Sunkist sodas in 2014 to be used as treats in lieu of candy. Colorful monsters—a grinning orange Cyclops for Sunkist, a yellow-eyed skeleton for Squirt, a big red horned creature appropriately enough for Big Red—adorned the 7.5-ounce cans and made for attention-grabbing store displays. The following year Dr Pepper Snapple Group introduced an app that, when scanned over a consumer's can, made it appear that a monster was popping out of the container.

For 2016, though, the company and agency We Are Alexander made the app even more of a thrill: When consumers scanned two cans side by side, they unlocked a (not very) ferocious battle between the MiniMonsters. Available for both iOS and Android at MiniMonsters.com, the app included a sharing functionality. And because the app allowed for 15 different interactions in all, consumers were encouraged to buy multiple cans and flavors.

More than 10,000 of the app users shared their MiniMonster battles on social media. Even kids and their parents who managed to avoid seeing the creatures come to virtual life online found it difficult to ignore the vibrant point-of-purchase displays featuring the (not very) frightening monsters. In all, the augmented reality campaign definitely augmented sales: For Dr Pepper Snapple Group's top retailers, 49% of MiniMonster can volume was incremental.



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## BEST LOYALTY - PROMO AWARDS 2017



**Client: Starbucks Rewards**  
**Campaign: #Goldlife**  
**Agency: Edelman**

Change isn't easy. Starbucks knew that when it decided in January 2016 to replace its 11 million+ member loyalty program.

The coffee purveyor was sensitive to the fact some customers would earn rewards slower than they did before, and some of them would surely take to social media to air their grievances. It wanted to get customers and the media to positively engage with the new Starbucks Rewards, driving awareness of all the benefits in a fun and creative way, while balancing negative commentary.

Fans were given a golden opportunity: Automatic gold status with a single purchase, fast-tracking them to a shimmering status that would otherwise takes months to reach.

The word was spread on social media through content that leveraged the latest in native ad technology from Twitter Scratchreel GIFs, to a Snapchat Lens and a custom Facebook Canvas experience detailing full #GoldLife member benefits. A partnership with Twitter's influencer agency, Niche, secured 20 influencers who helped further the #GoldLife message. A small team custom crafted 35 #GoldLife experiences using a combination of stop-motion animation, paper craft, compositing, keying and key frame animation.

Starbucks fans were welcomed to experience and celebrate the #GoldLife at every turn on social. Special attention to mobile platforms and technology, including Facebook Canvas, Snapchat Lenses, and Twitter Screenshotreels made it easy for fans to move from discovery to action, downloading the app directly from ads.

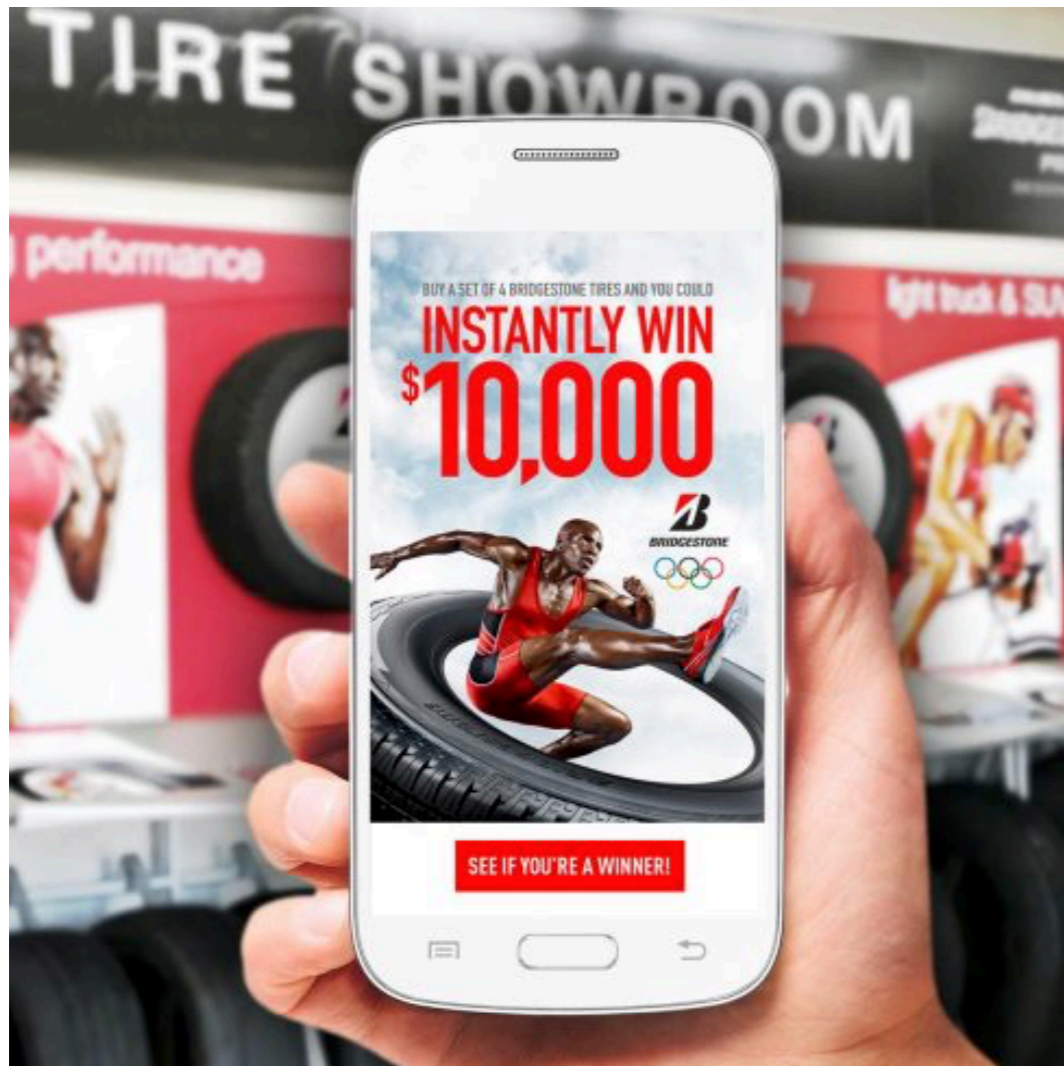
The #GoldLife campaign saw results that increased positive sentiment and grew membership. Nearly 300k new Starbucks Rewards members in the first week after launch. There are nearly 2 million new Starbucks Rewards members year over year for 18% growth. Twitter produced 3.5M engagements, and 32% of those who clicked on the Facebook Canvas ad unit downloaded the Starbucks Rewards app. Impressively, 86% of iPhone customers and 79% of Android customers updated the app by the week following the app redesign in April 2016.



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## BEST MULTI DISCIPLINED - PROMO AWARDS 2017



**Client: Bridgestone Tire**  
**Campaign: Turn Passion Into Performance**  
**Agency: Arc Worldwide Chicago**

Bridgestone faced multiple business challenges. From a brand standpoint, its awareness and market share lagged behind the category's two undisputed leaders: Goodyear and Michelin, and customers who did know Bridgestone might not think of it as a premium brand.

To increase sales and awareness from both consumers and sales associates, Bridgestone aligned with a global property synonymous with the brand's passion for performance: the Olympic Games.

Tires are a high-cost, infrequently purchased category. Since tires can look similar, shoppers may struggle to differentiate and can rely too much on price, which hurts a premium brand like Bridgestone.

The Olympic program treated customers like athletes, who would be coached by sales associates to select the right gear to achieve maximum performance. A rebate offer timed to the games was backed by an Olympic-themed instant win game with bronze, silver and gold levels of cash prizes. The program spanned the entire Bridgestone dealer network, including 2,200+ company owned stores in the Bridgestone Retail Operations group as well as thousands of independent tire dealerships from coast to coast.

To help sales associates in every location treat customers like athletes, we armed the "retail coaches" with innovative educational messages delivered by former Olympian Michael Johnson. Teammates could also compete for the gold, with a new Olympic-themed sales incentive promotional program featuring a grand prize visit to the Colorado Springs Olympic Training Center. Every moment of training was rewarded, as were sales.

This integrated, promotionally driven campaign brought the passion and performance of Bridgestone's Olympic partnership into every phase of the tire-buying journey. As our target sat at home watching the Olympics, visually stunning commercials showcased world-class Olympic performance with a twist. Instead of tracks or pools, Olympians excelled on Bridgestone's home turf: the road. Broadcast and digital transformed athletes into Bridgestone tires, showing how they perform with Olympic-level passion.

The year-over-year sales goal for the promotional window during the Olympics activation was 5%; actual sales blew that goal out of the water by doubling it at 10%. But perhaps the biggest indicator of the program's success was the huge rise in associate participation. Typical engagement is between 25-50%; this program set its sights at the highest end of that range with a goal of 50%. Associates shattered that benchmark with 80% participation.



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## BEST SAMPLING / TRIAL RECRUITMENT - PROMO AWARDS 2017



**Client: Mondeléz International**  
**Campaign: Choco Chip Oreo Wonder Vault**  
**Agency: Momentum Worldwide**

The new limited-edition Choco Chip OREO cookie blended two of the world's most popular cookies—the iconic OREO and chocolate chip—creating a one-of-a-kind cookie inspired by the taste of childhood.

To promote the new cookie, Oreo took over a vacant storefront in the ultra-hip Los Angeles neighborhood of Silver Lake and crafted an experience that evoked nostalgia for childhood.

The space was transformed from a retail storefront into an OREO Wonder Vault, with an opaque exterior painted in OREO's "Wonderfilled" blue brand color. To reinforce the idea of entering a "vault," the entrance was a single door with a giant iconic OREO cookie mounted on the front. Without revealing the magic within, the event exterior was purposefully designed to generate curiosity about the OREO-branded experience inside. Outside the entrance, brand ambassadors encouraged passersby and pedestrians to enter the mysterious vault. A line formed quickly as news spread by word-of-mouth and social media about the one-day event.

Visitors entered a nostalgic home kitchen filled with warmth and personality that magically transported adults back in time. Everything was engineered at a larger scale to make them feel smaller, and see things from the perspective of a child.

As consumers walked through the OREO door, they saw a towering refrigerator was covered in colorful alphabet magnets that pinned up childlike scribbles. In the center of the room was a massive wooden kitchen table. Adults had to crawl up onto huge white kitchen chairs to read The Wonderfilled Times, an oversized newspaper filled with branded content. Although the Wonder Vault was designed to be experienced in real life, social media photo-ops created opportunities for consumers to share the day online.

The OREO Wonder Vault activation made a splash locally and captured worldwide interest, thanks to PR efforts and word-of-mouth. During and after the activation there were 104MM social impressions, 150K social engagements and 60% messaging pull-through. Across the airwaves, the campaign received national coverage on ABC, NBC, and CBS affiliates to make 6.5MM impressions.



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## BEST SAMPLING / TRIAL RECRUITMENT - PROMO AWARDS 2017



**Client: Philadelphia Flavored Cream Cheese**  
**Campaign: Philly Flights of Flavor**  
**Agency: Arc Worldwide Chicago**

Many people only associate Philadelphia cream cheese with their morning bagels. But as bagel sales have started to decline, the brand needed to drive consideration and sales of its flavored cream cheese with shoppers at grocery stores by showcasing new usage occasions beyond the morning bagel.

Philly's variety of 12 different flavor offerings can be used for multiple occasions beyond breakfast. However, awareness of these flavors and consideration in new usage occasions was really low, particularly among millennial shoppers.

How do you show these Millennial "Culinary Tourists" that Philadelphia Cream Cheese is more than a boring bagel wing-man? Taking inspiration from the trend of tasting flights, the brand launched "Philadelphia Flights of Flavor," a sampling and promotional program that takes people on a journey to try all of Philly's different flavors in a variety of snackable forms during their grocery shopping adventure.

From savory to sweet, spicy to fruity, Philly's Flights of Flavor demonstrated how delicious Philly is on a cracker, a chip and even a slice of fruit.

The tasting flights were paired with a take-one a coupon to encourage trial of additional flavors and ideas for carriers (crackers, fruit, veggies) that would pair well with those flavors, potentially increasing basket ring in produce and center store for grocery retailers.

The take-one also invited shoppers to join Philly online for more flights and a contest encouraging Philly lovers to share their own cream cheese creations.

Overall, participating grocery stores saw 26% national sales lift of flavored cream cheese during the program time period.



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## BEST USE OF GAMIFICATION, CONTESTS, SWEEPSTAKES - PROMO AWARDS 2017



**Client: Ally Financial**  
**Campaign: Lucky Penny**  
**Agency: Grey**

People don't generally pay attention to pennies—they neither care about them nor pick them up off the street. Ally wanted to change this behavior and inspire people to look at money in a different way with a simple social experiment: If the brand could get people to care about pennies, it could also get them to care about interest rates, home services and cash-back credit cards.

Ally's strategy was to show consumers that each penny is worth picking up by giving them a fun and interactive way to think about the value of saving. What better way to spark a national conversation about finances than to show consumers that \$75,000,000 is being left on the table each year and that they want to make sure they aren't missing out?

The brand created the "Lucky Penny" campaign to help US consumers look at their money differently and understand the value of saving.

Without any advanced notice, Ally placed 100 ordinary looking "pennies" in 10 US cities in plain sight: on busy hiking trails, on city sidewalks, fishing piers, near landmarks, in parks and more. Each "penny" was specially marked with an Ally logo on one side and a call-to-action on the other: Visit [AllyLuckyPenny.com](http://AllyLuckyPenny.com) and you could win \$1,000.

Once the pennies were placed across the US, Ally relied on a fully integrated awareness push that included PR, social media, influencers, OOH media, and paid/owned media to let the country know these pennies were out there and drive engagement with the campaign.

While Lucky Pennies were dropped in 10 cities across four time zones, the conversation went national and spurred consumers to think about their money differently.

With the intention of driving awareness of the brand, the 350+MM PR & marketing impressions helped drive a 57% increase in awareness, the highest in Ally history. The epic reach of Lucky Penny also aided in Ally crushing its deposits goal of \$9.5 billion by reaching \$11 billion



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

**All the best for 2018**



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