

Here's our short-list of some of the best & most relevant promo/activation campaign winners (USA) from 2021



For 29 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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PLATINUM PRO WINNER - PRO AWARDS 2021



Client: Pringles & Adult Swim
Campaign: Trapped in Advertising
Agency: Grey New York

“Trapped in Advertising” sounds like a hashtag you might use after a bad day at work, but for Pringles and Adult Swim, it was a year-long, pop culture-forward campaign aimed at ad-averse 18- to 35-year-old “Rick and Morty” fans. The goal was to sustain engagement and become part of the cultural conversation in order to earn brand love and drive sales lifts, all while highlighting Pringles’ unique flavor-stacking messaging. But how do you break through to a notoriously skeptical target? By tapping into the biggest entertainment event in the U.S.: Super Bowl.

The full year of events, sponsorships, activations and product integrations was driven by a key insight—that the two-year hiatus of Adult Swim’s No. 1 show had left “Rick and Morty” fans ravenous for content. With that in mind, the brands leveraged selective teasers, media embargoes and a carefully-curated reveal to build anticipation for their big Super Bowl spot, which featured the surprise reveal of MortyBot, a new character in the “Rick and Morty” Multiverse.

The unruly product placement robot became the thread that wove together the entire year’s partnership, reinforcing Pringles’ flavor-stacking messaging among the hungry fanbase. Rick and Morty got trapped in every imaginable piece of Pringles media for the duration of 2020, transforming the brand’s regular advertising into entertainment. MortyBot took over Pringles’ Twitter feed, inspired a new, collectible character in an Adult Swim mobile game, became a driver of social media content thanks to a gamified Instagram filter and Snap lens, and was a featured character in the promotion of Adult Swim’s virtual mega-events.

But once you pop, you can’t stop, and Rick’s alter ego, Pickle Rick, got trapped in a new flavor: Pickle Rick Pringles, which became the first of three newly-designed cans released during the campaign. This metamorphosis of Rick and Morty into the physical world became the basis for earned PR and in-store activations.

The Multiverse may be fickle, but the results were set in stone: The campaign generated more than 1.2 billion earned impressions and garnered the highest social engagement score among all animated and comedy TV shows.



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BRAND AWARENESS - GOLD WINNER - PRO AWARDS 2021



Client: Advanced Auto Parts
Campaign: DieHard in Back
Agency: The Marketing Arm

Few strategies snag consumers' attention the way a trip down memory lane does, and that's exactly what Advance Auto Parts was counting on when it relaunched DieHard batteries. To boost awareness and purchase intent for a product that was heavily advertised in the '80s and '90s, the brand tapped into older millennials' sense of nostalgia for another memento of that era: the "DieHard" film franchise. Unleashing a two-minute spot that served as an original story within the actual film canon—starring none other than Bruce Willis as John McClane—Advance Auto Parts delivered a culturally-resonant piece of content that incorporated a DieHard battery into the action organically.

Reviving an iconic franchise required a strategic approach. To build anticipation for the new spot among fans, Advance Auto Parts unveiled a 15-second unbranded trailer that was "leaked" by Willis's three daughters on Instagram and Twitter the night before the full ad was set to air. The hashtag #DIEHARDISBACK delivered a double meaning and rallying cry for the battery brand. Following the teaser drop, The Lonely Island social accounts shared Rumer Willis' teaser post to draw further speculation about a possible return of the film franchise.

Prior to the official launch of the ad during a high-profile Tampa Bay vs. Green Bay game on FOX, the NFL shared the trailer, driving more anticipation. Later in the afternoon, show announcers Joe Buck and Tory Aikman helped reveal the full spot, which drove consumers to YouTube to watch it again and share.

Post-launch, influencers were once again activated to share the full "film." And all of Advance Auto Parts' digital channels were coordinated to drive traffic to YouTube, as #DIEHARDISBACK movie poster-style assets were released to stores. To boot, PR and media plans went into full effect with 30- and 15-second versions of the ad airing in targeted channels. Millions of views were racked up and the launch week was capped off with another airing of the spot during Game 5 of the World Series.



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BEST PANDEMIC-ERA PIVOT - WINNER - PRO AWARDS 2021



Client: Nesquik & Chameleon Cold Brew
Campaign: Nestle RTD Field Marketing
Agency: In-house

How does a brand respond when a global pandemic puts the brakes on its face-to-face marketing? For Nestle's Nesquik and Chameleon Cold Brew brands, the solution was to pivot the field marketing teams' large-scale event, guerilla marketing and retail activation strategies into a digital-led approach that encompassed influencer engagement, local brand partnerships, content creation and virtual experiences designed to entice young adults. One hundred and fifty million digital impressions later, it seems the tactics paid off.

A cross-functional team took methodical steps to redesign the field marketing strategies and continue driving business impact. To bring this new approach to life for Chameleon Cold Brew, a campaign centered around National Coffee Day was set in motion. The brand teamed up with local influencers and brand partners to create unique coffee concoctions including cold brew pasta with "Top Chef's" Joe Sasto, cold brew donuts with DK's Donuts in Los Angeles and a chocolate cold brew creation with "RuPaul's Drag Race" star Manila Luzon. In New York, Chameleon partnered with several local dessert shops to produce a cold brew dessert tour (where do we sign up?). To boot, the brand leveraged its partners to deliver virtual events and digital content to help consumers on the journey to becoming their own barista.

To balance its digital tactics, the brand created an in-person sampling strategy with stringent safety protocols in place that allowed the field marketing team to engage consumers in small, intimate environments featuring low-touch displays that didn't require close physical interactions with brand ambassadors.

In the end, more than 481,000 products were sampled and more than 262,000 consumers were engaged. And that's how you pivot like a pro..



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BEST PANDEMIC-ERA PIVOT - SILVER WINNER - PRO AWARDS 2021



Plant-based Milkadamia flipped traditional sampling on its head to create a COVID-friendly campaign in which the brand filmed out-of-work improv actors trying out the product without knowing what they would be tasting beforehand.

After hand-delivering sampling kits, Milkadamia gathered the taste-testers on Zoom, then one-by-one led them to a breakout room to try the milk and capture their raw reactions to the product for its social and digital channels, netting the most profitable month ever for the brand, with sales up 58 percent.

Client: Milkadamia
Campaign: Just One Taste LIVE
Agency: KUZMA&



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BEST PANDEMIC-ERA PIVOT - BRONZE WINNER - PRO AWARDS 2021



Vegan brand Miyoko's Creamery was eager to reach health-conscious consumers on its Grilled Cheese Nation Tour, but the pandemic quickly forced a change of plans and the brand pivoted its cross-country tour to serve healthcare workers and underprivileged communities in its home region of Northern California.

Miyoko's tour truck visited hospitals, clinics, homeless shelters, schools, food banks and churches to donate freshly-cooked and safely-packaged grilled cheese sandwiches alongside complementary products from partner brands, helping to support the community in a time of need.

Client: Miyoko's Creamery
Campaign: Grilled Cheese Nation
Tour
Agency: Newbridge Marketing Group



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BEST POST-COVID ERA CAMPAIGN - WINNER - PRO AWARDS 2021



Client: Heineken 0.0
Campaign: Heineken 0.0
Drive-in Sampling Program
Agency: Amplified Marketing

Large-scale, awareness-boosting sampling events were on the agenda for Heineken and its alcohol-free 0.0 product before COVID devastated the event marketing industry. But as summer approached and states began to reopen, a new activation platform presented itself: the drive-in. With mass sampling back on the table, Heineken developed safe outdoor entertainment experiences across the U.S. that allowed for consumer interactions from a safe distance.

To keep the drive-in experience as safe and efficient as possible, Heineken employed a systematic approach to vehicle check-ins. First, event team members stocked tote bags with product. Then they distributed the bags to brand ambassadors engaging directly with consumers to educate them on the product, as a secondary ambassador validated IDs to ensure attendees were over the age of 21. With check-in often limited to 60-90 minutes, each vehicle engagement was limited to 30 seconds to eliminate traffic.

During the drive-in itself, iconic movies and artists took to the screen and stages as consumers snacked on concessions from local businesses and enjoyed a complimentary, ice-cold Heineken 0.0. Additional marketing initiatives were woven into the experience, including the integration of commercials into the content on screen, as well as text-to-win programming for ongoing engagement.

Managing logistics amid a global pandemic was a challenge, but Heineken was up to the task. To determine product needs and ensure its beverages were served cold, the brand created a turnkey formula used to calculate consumer saturation rates against target attendance. The strategy was used on a national scale to forecast sample quantities, lead times and storage needs, along with cost-per-sample estimates.

Ultimately, the scale of the events—all 269 of them—allowed Heineken to distribute more than half a million low-cost samples and safely engage with consumers face-to-face. In other words, bottoms up.



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BEST POST-COVID ERA CAMPAIGN - SILVER WINNER - PRO AWARDS 2021



With consumers reporting widespread boredom during lockdown, frozen treat brand Blue Bunny came to the rescue, giving people with tickets to cancelled events the option to trade them in for themed prizes on a microsite—8,000 tickets were ultimately swapped.

To boot, the brand converted an ice cream truck into an Ice Screen truck that delivered a movie theater experience directly to consumers' driveways in four cities.

Client: Blue Bunny
Campaign: Summer of Funlightenment
Agency: Marketing Resources Inc &
FCB Chicago



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BEST CAMPAIGN ON A BUDGET - GOLD WINNER - PRO AWARDS 2021



Client: Petmate

Campaign: National Fetch Day

Agency: X-FCTR

Who let the dogs out? Turns out, it was Petmate. Ahead of National Fetch Day, the company drummed up awareness for its Chuckit! brand with a digital-forward campaign built to engage pet parents that prioritize their dogs' healthy lifestyle.

To kick things off, Petmate enlisted four social influencers to drive awareness of its National Fetch Day programming. The tastemakers touted the brand's Backyard Party Sweepstakes, which ultimately gave 200 pet parents all the makings for a safe at-home fetch party. Party Packs included toys, Chuckit! ball launchers, frisbees, balls, snacks, bandanas, stickers, waste bags, can koozies, a Bluetooth speaker, a fridge magnet and a Pooch Selfie phone attachment so consumers could snap and share the perfect pic of their pup—all of which provided a hands-on product experience.

Then, on National Fetch Day, Petmate partnered with dog-friendly bars and restaurants in 22 markets around the country to drive much-needed traffic by including free doggie bags featuring Chuckit! products with the first 50 takeout orders placed that day.

But the tail-wagging didn't stop there. Petmate created a Virtual Fetch Challenge that allowed dog lovers anywhere to throw a virtual ball online that launched a real Chuckit! ball at the North Shore Animal League of America rescue shelter in New York. Participants first filled out their name and favorite dog breed to personalize the experience, then were placed "in line" to wait for their launch moment. When their time came, the participant hit the launch button and the camera behind their launcher went live, providing a direct view of the ball being thrown. A second, wide shot showcased the landing area where they could watch the dogs fetch it.

The virtual event also included a charitable effort in which Petmate pledged to donate up to 5,000 Chuckit! balls to the shelter and adoption starter kits for any Chuckit! Champion pups adopted on National Fetch Day.

The results were all paws-itive: Total campaign impressions topped 1.6 billion, over 6,000 pieces of organic UGC were posted and most important of all... three rescue dogs were adopted. Happy tails.



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BEST CAMPAIGN ON A BUDGET - SILVER WINNER - PRO AWARDS 2021



The Simple Good works to support Chicago's youth by supplying them with mental health services, but when its annual fundraising event was canceled in COVID's wake, the organization needed a new approach.

The solution was a four-day virtual fundraising initiative in which Simple Good's website was transformed into an ecommerce hub and art auction house selling limited-edition merchandise curated and donated by artists and local businesses, ultimately helping to raise more than \$45,000.

Client: The Simple Good
Campaign: City of Big Dreams
Fundraising Festival
Agency: Jack Morton WW



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BEST RETAIL CAMPAIGN - SILVER WINNER - PRO AWARDS 2021



For the third year of its annual I Heart Salad promotion with produce brands Fresh Express and NatureSweet, salad dressing manufacturer Litehouse created a competition among employees of Albertsons supermarkets to encourage the store teams to serve as brand ambassadors.

It also sponsored a consumer sweepstakes and shared recipes from influencers online and in Albertsons stores, among other tactics. For the two-week promotion period in March 2020, year-over-year sales rose significantly, and the campaign garnered nearly 265 million impressions.

Client: Litehouse Foods, Inc
Campaign: I Heart Salad
Agency: In-house



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BEST CAMPAIGN TARGETING MILLENNIALS OR GEN-Z – SILVER WINNER - PRO AWARDS 2021



Hollister dreamed up an unboxing experience too cool not to post about, and sent out personalized influencer kits designed for the “ultimate backyard movie night with your bestie” to 23 of the top Instagram and TikTok creators in the world.

To deliver “all the feels,” the brand included a motion-activated LED on the box lid to make the vinyl acrylic insert “sparkle” upon opening, along with hand-picked holiday apparel, twinkle lights and other outdoor movie night essentials.

Client: Hollister

Campaign: The Hollister Feel Lab

Agency: Engage & Resonate



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BEST SAMPLING OR TRIAL RECRUITMENT - SILVER WINNER - PRO AWARDS 2021



Client: Magnum
Campaign: Mini Matcha World
Agency: Jack Morton WW

The pandemic prevented Magnum from going all-out with parties and other events to launch its first-ever Asian-inspired ice cream flavor, Magnum Matcha, in Singapore. But it didn't prevent the brand from launching Mini Matcha World in a retail store and online.

Prizes were hidden throughout the continually changing online version, visible via the brand's app, and an influencer live-streamed on Twitch her experience exploring the mini destination.

The two-week event in early March 2021 generated more than 32,000 online visits, more than 2,500 contest entries on social media, and nearly \$2 million worth of media and social coverage.



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BEST CAUSE OR CSR CAMPAIGN - GOLD WINNER - PRO AWARDS 2021



Client: Reporters Without Borders
Campaign: The Uncensored Library
Agency: Media Monks

In numerous countries around the world, people cannot access certain reporting due to government censorship. In most of those countries, however, people do have access to Minecraft. The German branch of Reporters Without Borders (Reporters Sans Frontières, or RSF) took advantage of that to create a library of censored articles within the game itself.

RSF focused on five countries with significant censorship and a significant number of Minecraft players: Egypt, Mexico, Russia, Saudi Arabia and Vietnam. For five months it gathered and translated works by independent journalists in those countries and built a virtual library, hosted on its own server, to house the reportage. Gamers can download a map within Minecraft to direct them to the library, where they can not only read the censored works but also learn about the journalists and the extent of censorship in each country. Because the map is protected by blockchain technology, it is virtually censor-proof.

It's one thing to build an online library; it's another to persuade players to come, especially as the project could hardly be advertised in the restricted countries. RSF reached out to the global Minecraft community to help spread the word, framing the project as a way that participants could outwit their governments and help fight authoritarianism—something very appealing to young people the world over. Gamers created more than 400 YouTube videos, and the project became a topic of conversation in a variety of forums and social channels.

The library and its map were unveiled in 2020 on World Day Against Cyber Censorship, March 20. To date, the map has been downloaded more than 300,000 times and subsequently shared, reaching more than 20 million gamers from 165 countries. The library remains open, and RSF continues to add content.

While giving people in countries that lack press freedom access to censored reportage was the primary goal, the project had appreciable secondary benefits. More than 790 news articles had a total media reach of 2.7 billion, and donations to RSF increased 62 percent.



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BEST SOCIAL MEDIA CAMPAIGN - SILVER WINNER - PRO AWARDS 2021



Client: Natural Light
Campaign: The Da Vinci of Debt
Agency: The Bait Shoppe

Anheuser-Busch's low-cost Natural Light beer, which it has dubbed the "official beer of college," asked recent graduates via social media to send their diplomas in exchange for \$100 to pay for their college debt.

In less than six weeks, it received more than 8,640 diplomas, plus nearly 76 million impressions. Natural Light then used the diplomas to create an art installment at Grand Central Terminal, which it declared was the world's most expensive piece of art, due to how much each student paid in tuition to earn their diploma.

An AR Snap filter allowed people to view the installation virtually. The nearly 600 earned media stories resulted in more than 196 million impressions throughout 2020.



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BEST SOCIAL MEDIA CAMPAIGN - BRONZE WINNER - PRO AWARDS 2021



Johnson & Johnson's Neutrogena and Listerine brands enlisted 42 influencers to create videos and other social assets discussing what Pride meant to them and encouraging conversations about living authentically.

The influencers also encouraged followers to purchase limited-products, for which a part of the proceeds would be donated to the nonprofit group Family Equality.

A branded #CareWithPride filter for Instagram Stories provided cohesion to the campaign, which ran from June through November 2020 and led to sales boosts of up to 462 percent.

Client: Neutrogena & Listerine
Campaign: #CareWithPride Influencer Campaign
Agency: MediaMonks



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BEST UNBOXING EXPERIENCE - BRONZE WINNER - PRO AWARDS 2021



Client: Bud Light
Campaign: Bud Light BL6 Gaming Console
Agency: Engine Shop

Bud Light wanted to cement its place as the “Official Beer of Gaming” and win over the casual gamer. That would take an earned media moment among gamers ages 23-35 who were not just fans of esports.

To do this, it tapped into the "console wars" and created an entirely new package design for Bud Light—in the form of a gaming console. The "BL6" was created in the shape of a six-pack. It featured integrating beer-cooling chambers, custom games and a projector into the device so the console could be portable—just like the beer.

Moreover, the brand incorporated a live unboxing experience on a popular Twitch stream to show audiences that this was the real deal and not simply a stunt.



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BEST USE OF AI/VR/AR - GOLD WINNER - PRO AWARDS 2021



Client: Barefoot Wine
Campaign: Band Together
Agency: FlyteVu

In 2020, the COVID-19 pandemic forced people around the world to quarantine at home. Social gatherings were cancelled, restaurant workers lost jobs and entertainment was put on hold. So wine and bubbly brand Barefoot decided to create a unique consumer experience using mobile technology and its products to drive brand awareness, product engagement, support charitable efforts and fill the void of live performances and entertainment.

The target audience was the Barefoot community and new-to-wine drinkers who were missing out on live entertainment and connection during the pandemic. This audience was seeking new forms of engagement while quarantined at home through mobile and portable devices.

To create an engaging pop culture moment that fostered connection, celebrated inclusivity and re-imagined entertainment through the power of technology, Barefoot partnered with Grammy-winning pop-rap group Black Eyed Peas to create "Band Together," a music-driven experience assisted by augmented reality technology.

Here's how it worked: Barefoot launched a brand new interactive app, accessible by scanning the QR code on "Band Together" displays in retail locations nationwide or online via the campaign website, where consumers were prompted to download the app. Using the Barefoot Wine AR app, consumers scanned the brand's foot logo on their Barefoot products in order to hear the brand's remix of Black Eyed Peas' latest single, "Vida Loca". With each additional Barefoot product added to the frame, new parts of the track were released until the full song was heard. Through augmented reality, custom animated visuals of the Black Eyed Peas performing to the song provided a 3D-animated experience of the group.

Moreover, there was a charitable component. For every label scanned, Barefoot made a \$1 donation, up to \$100,000, to CORE: Children of Restaurant Employees and the American Cancer Society. And within the app, consumers could also enter for the chance to win a virtual meet 'n' greet with the Black Eyed Peas.

The campaign used QR codes on more than 130,000 point of sale items nationwide to drive downloads of the app to bring a new experience to the Barefoot community and newcomers. The program garnered more than 164,000 engagements across Facebook, Instagram and YouTube, more than 14 million social impressions and thousands of app downloads, and organic press coverage raking in more than 200 million media impressions.



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BEST USE OF AI/VR/AR - BRONZE WINNER - PRO AWARDS 2021



Client: OnePlus and T-Mobile
Campaign: GoFarther Stores
Agency: The Bait Shoppe

In early 2020, OnePlus had arranged to launch its newest 5G-enabled device, the OnePlus 8T, alongside carrier partner T-Mobile at a 2,500-person launch event aimed at earning media coverage and driving social content.

But, like everything else, COVID dashed those plans. So to create an engaging launch experience, the brand opened OnePlus's first U.S. retail locations in some of the most remote corners of the U.S. OnePlus worked with T-Mobile to develop a sense of where the furthest corners of its 1.4 million-square-mile 5G network reached, and built (and hid) its first-ever retail locations in the network.

The pair leveraged dynamic content on social media to tease the store locations to coincide with the 8T launch, including hints, riddles and images shared across owned channels to drive consumers to a custom microsite where they could guess each store's whereabouts using an interactive map.



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BEST GAMING OR ESPORTS CAMPAIGN - GOLD WINNER - PRO AWARDS 2021



Client: Riot Games League of Legends
Campaign: League of Legends: Wild Rift - Honeyfruit
Agency: Jack Morton WW

While many brands were busy converting physical experiences to virtual ones, Riot Games opted to bring a virtual icon into the real world.

To drum up excitement for a new mobile version of its League of Legends game, dubbed Wild Rift, and intrigue longtime fans of the game while appealing to new ones, Riot took the virtual Honeyfruit from within the game and created a real-life fruit that would resonate with the brand's key target market of Thailand. The goal was to get gamers talking about a little piece of the fantasy world—but one that crossed over into reality and packed a punch.

Street-side fruit carts, offering up exotic fruits like custard apples and mangosteens, are commonplace in Thailand. So to make the fruit stand out, Riot tapped a world-class chef to bring the fruit to life using molecular gastronomy. And here's the magic: He seeded it with microbeads of flavor to ensure that it had a different taste depending on how you bit into it—either sweet, spicy or fizzy.

Another clever component: Since the activation contained a physical component, and could only be tasted that way, it could not be shared digitally. So Riot made 10,500 Honeyfruits, each one turning the taster into a brand ambassador and inspiring shares, reaction videos and tweets on social media.

The delivery was key to the experience, too. The fruit was served from a Honeyfruit Cart, which was designed to look like an element of the League of Legends world. Staffers were dressed in gear that evoked the fantastical, and Easter eggs and references abounded, drawing fans into the experience and the League itself.

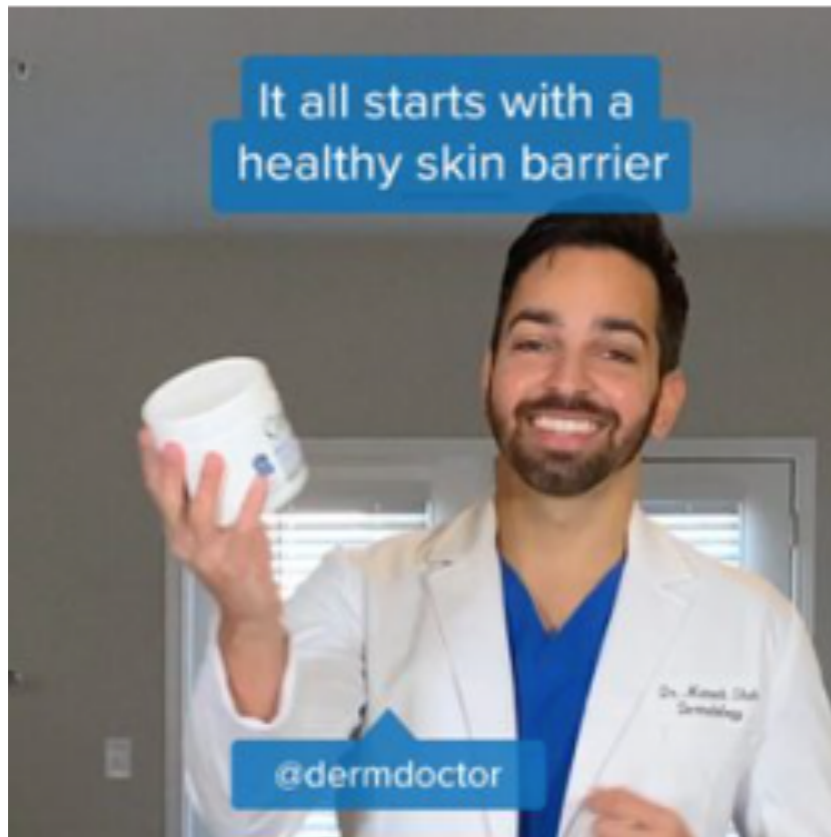
The results were as sweet as can be: Gamers queued up around the block, the campaign earned 4.4 million media impressions and 1.7 million on social, and Wild Rift rose to the top spot in app store.



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BEST HEALTH & WELLNESS CAMPAIGN - SILVER WINNER - PRO AWARDS 2021



Client: Cerave
Campaign: Skincare You Want to Share
Agency: MediaMonks

A “new normal” of frequent handwashing, sanitizing and mask-wearing contributed to a rise in skin irritations, and consumers’ demand for credible skincare information drove huge growth for dermatologists and skin experts across social media platforms.

The “Skincare You Want to Share” campaign aimed to reach and resonate with a wide range of consumers by tapping into audience insights, native platform features and authentic influencer content to amplify the brand.

Cerave tapped creators who were already massive Cerave advocates to help expand reach on TikTok: a dermatologist, a dermatology-resident, a skin influencer and a “curious consumer.” And it led to a 130k+ increase in followers in 24 hours, among other impressive stats.



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BEST HOLIDAY OR SEASONAL-THEMED CAMPAIGN - GOLD WINNER - PRO AWARDS 2021



Client: Frigo Ricotta Cheese
Campaign: A Lotta Ricotta
Agency: HANGAR12

When thinking of dishes made with ricotta cheese, your list probably begins and ends with lasagna. During the 2020 holiday season that was a problem for Frigo Ricotta Cheese, as the pandemic meant fewer people were hosting big gatherings, and therefore fewer people were making big batches of lasagna. So the brand decided to show its traditional audience of people 35 and older as well as younger adults that ricotta could also be used to create plenty of other dishes with a multichannel campaign that dished up more than 11.4 million impressions.

Frigo called on chef/Food Network personality/brand spokesperson Emily Ellyn to develop a dozen recipes using ricotta and then film fun instructional videos. The videos were hosted on a dedicated website, frigolottaricotta.com, where visitors could vote for their favorite recipe and be entered into the Holiday Frigo Lotta Ricotta Instant Win Game & Sweepstakes. Five hundred instant winners received Cuisinart kitchen tools; the grand prize winner was awarded a suite of Cuisinart appliances.

The brand relied heavily on social media to promote the recipes and giveaways throughout November and December. On Pinterest it targeted users who searched or showed interest in terms related to “holiday enthusiast” and “ricotta cheese and recipes;” on YouTube it ran three bumper ads, each with a unique CTA. On Instagram and Facebook it implemented a variety of ad formats. Facebook was its most productive channel, generating 99 percent of all social clicks to the website while accounting for 57 percent of the campaign’s social spend. Frigo also bought programmatic digital ads that emphasized the Cuisinart prizes and sent a series of emails to its subscribers, while Chef Ellyn promoted the recipes to her social following.

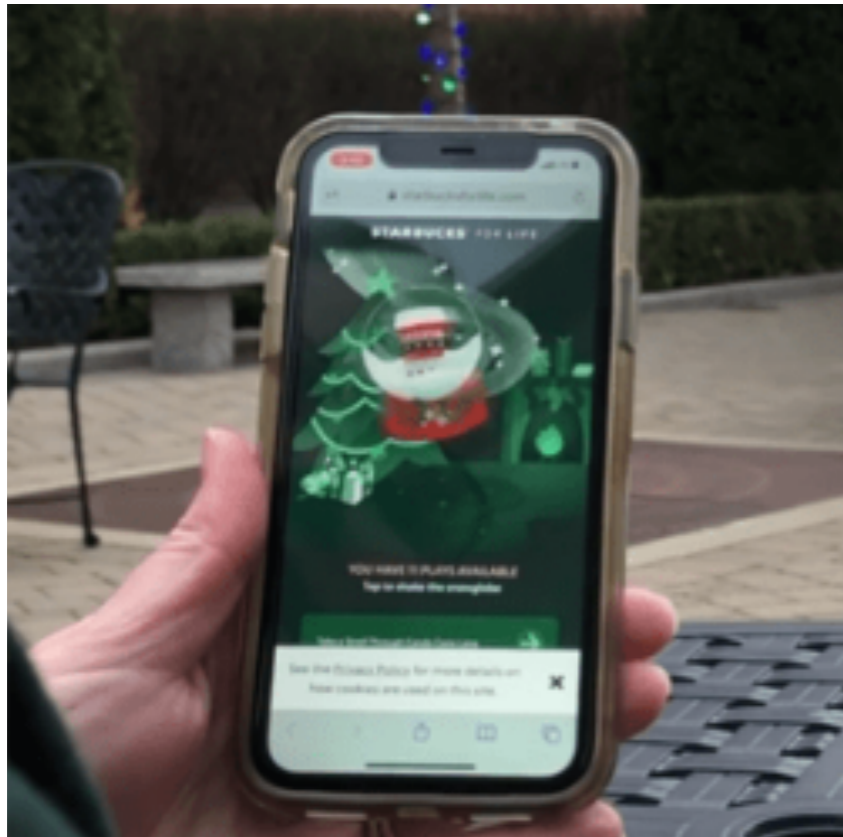
The campaign generated more than 763,000 contest entries. The Facebook CTR was more than double the company’s goal, while email CTRs were nearly triple the benchmark. Frigo sold through all the ricotta it was able to produce. As for the most popular ricotta recipes, they were Bacon, Egg and Cheese Biscuit and Cheezy Chicken Alfredo Casserole.



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BEST HOLIDAY OR SEASONAL-THEMED CAMPAIGN - BRONZE WINNER - PRO AWARDS 2021



Client: Starbucks
Campaign: Starbucks for Life
Agency: Merkle Inc.

Starbucks for Life is a month-long holiday-season promotion focused on a game for Starbucks Rewards members in which they can win a variety of prizes.

For the seventh annual Starbucks for Life, the brand changed its award structure so that 40 percent of all prizes were given away during the first week. This move was based on data from previous years showing that participants who won a prize during their first game visit made two incremental purchases throughout the rest of the campaign compared with those who didn't win.

This, along with the introduction of weekly challenges and an interactive narrative, led to an 8 percent increase in net incremental revenue over the 2019 campaign.



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BEST INTEGRATED CAMPAIGN - BRONZE WINNER - PRO AWARDS 2021



Foster Farms, a West Coast brand known for its poultry, wanted to reach a nationwide audience when debuting its frozen, low-carb, keto-suitable Smart Crust pizza in July 2020.

Its campaign encompassed social and digital ads, paid search and partnerships with Spotify, BuzzFeed and various influencers, along with coupons and in-store collateral at Kroger supermarkets.

The resulting awareness and engagement levels exceeded goals—at a lower-than-expected CPC.

Client: Foster Farms
Campaign: Smart Crust Pizza
Launch Campaign
Agency: E29 Marketing



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BEST USE OF GAMIFICATION, CONTESTS, SWEEPSTAKES - GOLD WINNER - PRO AWARDS 2021



Client: Magnum
Campaign: Mini Matcha World
Agency: Jack Morton WW

When Magnum opted to launch their latest and first Asian-inspired ice cream flavor, Magnum Matcha, to the Singapore market, the event needed to drive consumer awareness and desire to try the new product while also fostering brand love through audience engagement and content creation. But the brand's typical avenues for product launches for new flavors, such as parties or physical pop-ups, weren't possible due to pandemic restrictions.

So to create buzz despite these constraints, while tapping into Singaporeans' love of food and travel (particularly to Japan), Magnum charmed its target audience of "pleasure seekers" with Magnum's Mini Matcha World, a Japanese-inspired miniature destination that consumers could explore both virtually and physically.

Singaporeans who chose to view the miniature world in person could visit it where it was installed at a retail outlet, and those who explored in online enjoyed 360-degree perspectives of the physical installation through a web-based app on their mobile devices. What's more, they engaged in quests to find hidden mini Magnum Matcha ice creams to win prizes in real life, such as a free Magnum Matcha or a discount voucher redeemable with online food delivery platform foodpanda. The scenes changed every hour, which guaranteed fresh content for each visit.

Another incentive to visit the installation was the chance to clinch the grand prize by finding special green Magnum Matcha that were placed within the world once a day over the campaign's two weeks. To drive awareness, Magnum partnered with Twitch streamer Zumi, who livestreamed her experience exploring the world and unboxing her ice cream, and influencers were gifted a Magnum Matcha bento box wrapped up in a Japanese Furoshiki cloth.

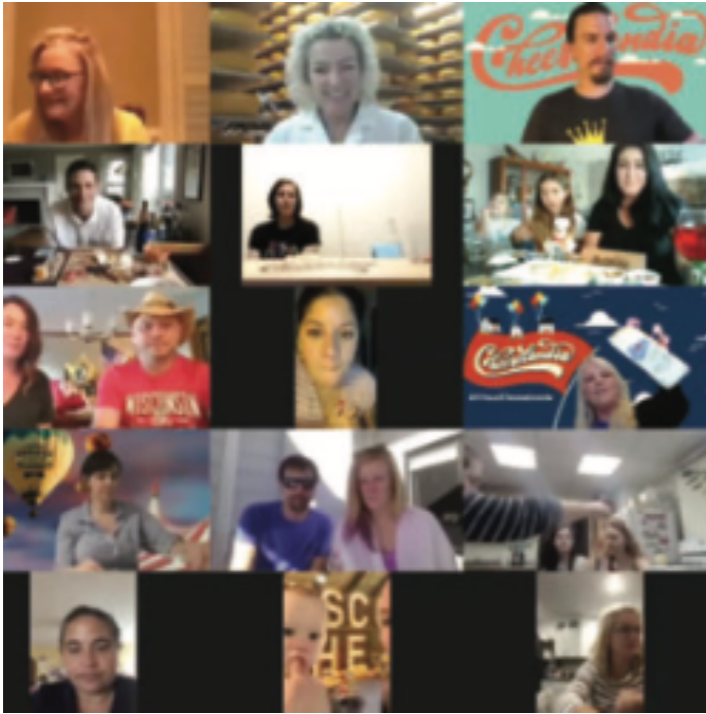
The results speak for themselves. The two-week experience inspired 32,352 online visits, more than 2,500 contest entries on social media and 429 media placements. To top it off, Magnum achieved 20.5 percent market share in March 2021.



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BEST USE OF INFLUENCER MARKETING - GOLD WINNER - PRO AWARDS 2021



Client: Dairy Farmers Wisconsin
Campaign: Virtual Cheeselandia
Agency: We Must Be Bold

The Dairy Farmers of Wisconsin were hosting in-home events and pop-up experiences across the country for its Cheeselandia community and Wisconsin Cheese fans. But when COVID hit, it had to move quickly to find ways to engage its community of cheese lovers, or Cheeselandians, and Wisconsin Cheese consumers. Marketing plans turned upside down, and the entire dairy industry was in crisis. To directly interact with thousands of people and get cheese into people's refrigerators and mouths when the country was shut down, it created #VirtualCheeselandia.

The objectives were to increase trial of Wisconsin Cheeses as well as elevate the perceptions of Wisconsin cheese from everyday and ordinary to unique and remarkable. And there's a reason why a state this obsessed with cheese should be thought of as special. Wisconsin makes about half the specialty cheese in the country, and over 600 varieties, types and styles of cheese. Moreover, it's the only state in the U.S. that requires a license to make cheese and the only place outside of Switzerland where one can become a Master Cheesemaker after a decade-long process. But without a base of brand advocates, it couldn't grow the brand in authentic meaningful, lasting way. So it built the Cheeselandia community, full of loud and proud cheese lovers from across the country.

The company designed a series of monthly virtual events for hundreds and then thousands of its core consumers to engage, educate, connect and inspire. It created unique virtual experiences, and each guest received a hand-packed cheese delivery to taste and experience Wisconsin Cheese safely at home.

These virtual events gave guests unprecedented access to cheesemakers, their caves, cheese experts and more. The brand made these events interactive and engaging through chat, breakout sessions and games, and giving them chances to directly interact with cheesemakers and VIP guests. It also embraced partnerships with outside brands, resulting in a "Wisco-fest" celebration in honor of Oktoberfest, with Leinenkugel's as the sponsor. And a partnership with Culver's helped host the largest virtual celebration of cheese curds on National Cheese Curd Day.

Throughout 2020, Dairy Farmers of Wisconsin reached more than 28,000 people through virtual events and shipped more than 5,500 custom cheese deliveries. What's more, it grew the Cheeselandia community 15 percent to 3,500 members in all 50 states just through word-of-mouth recommendations from its virtual events.



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BEST USE OF SHOPPER - GOLD WINNER - PRO AWARDS 2021



Client: Litehouse Foods, Inc
Campaign: I Heart Salad
Agency: In-house

When planning meals and creating shopping lists, consumers rely on a smorgasbord of media, online and off. Litehouse, a maker of salad dressings and dips, incorporated all of them for its third annual I Heart Salad campaign.

Litehouse's partners in the early-spring promotion were produce brands Fresh Express and NatureSweet. Working with supermarket chain Albertsons, it created in-store signage and secondary displays. The three brands' products are offered in different sections of the store, refrigerated and non-refrigerated, which added to the challenge.

Also key to the in-store experience was engaging Albertsons associates and produce managers in a competition that incentivized them to increase sales, making them ambassadors for the three brands. In addition, the three partners' products were on sale—two for \$5—during the two-week campaign, and Albertsons promoted the deal in its collateral.

Other elements of the campaign included recipes from foodie influencers, which they shared in their Instagram Stories and in-feed social media, and a sweepstakes in which the winner would receive a year's worth of salad. A branded web page served as a one-stop shop for all the campaign assets, from inspirational photography to the locations of participating Albertsons stores.

Apparently the female millennials, Gen Xers, and baby boomers targeted by Litehouse were hungry for salad recipes and ingredients. The 94 pieces of influencer content generated a 2.35 percent engagement rate, and the consumer sweepstakes landing page received 368,000 entries. In total, the campaign generated 264.9 million impressions, and sales for the three brands as well as for Albertsons overall received a satisfying boost.



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BEST LOYALTY MARKETING CAMPAIGN - GOLD WINNER - PRO AWARDS 2021



Client: Dr Pepper & Popeyes
Campaign: Love That Game
Giveaway
Agency: Merkle Inc.

Given Dr Pepper's high-profile college-football sponsorship, using the sport as a hook to grow sales of its beverages at Popeyes fast-food restaurants seemed like a solid play. The pandemic, however, not only reduced restaurant foot traffic but also led to uncertainty as to whether there would even be a 2020-21 football season. With Love That Game, the brands tapped into football fandom without tying themselves to particular teams or leagues and used Popeyes' mobile app to drive in-person visits. The success of the promotion led to Popeyes selling more than a million gallons of Dr Pepper in a year for the first time ever.

At the heart of the campaign was a co-branded online and mobile gameboard—the first such integration with the Popeyes app—which resembled a mashup of a gridiron and Candyland. The activation encompassed three interactive instant-win games, trivia, a weekly sweepstakes for \$750 worth of prizes and a grand prize that included \$9,000 in cash, a home theater sound system, a 65-inch smart TV and a couch.

No purchase was necessary to play the game the first time, but additional plays (and chances to win the sweepstakes) required the purchase of a medium-size drink. The code on the side of each medium-size cup gave the consumer, in addition to a free play, a free drink or side and 30 percent off a team jersey at Fanatics.com. To drive even more participation, players received extra sweepstakes entries each time they made a full lap around the gameboard or shared the game with a friend.

Popeyes promoted the game in its restaurants, via targeted media buys, across social media, via email, with push notifications and in banner ads. PR efforts led to more than 80,000 media impressions in the first 48 hours alone. The six-week campaign, which ran from mid-September to the end of October, scored more than 228,000 game registrations and an average of 2.7 sweeps entries per registration.

More impressive was the 19.9 percent, year-over-year increase in overall September sales and a 16.9 percent lift in October sales, despite the pandemic and the fact that Popeyes had enjoyed a sales surge the previous year due to its introduction of the wildly popular chicken sandwich.



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

All the best for the rest of 2021



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