



MNG

A W A R D S 2 0 1 5

3 SEPTEMBER 2015  
GROSVENOR HOUSE LONDON

**BOOK OF THE NIGHT**

# EDITOR'S COMMENT

Welcome to the M&M Global Awards 2015 Book of the Night. Over the following pages, we aim to bring you in-depth insights into each of the category winners, as well as those picking up Grand Prix awards.

The Grand Prix online ballot proved a thrilling exercise, drawing well over 5,000 votes, with fans of Shell, Facebook and MediaMath helping those companies be named International Advertiser, Media Brand and Programmatic Company of the Year respectively. It was wonderful to see more than 700 guests congregate at Grosvenor House in London, especially at a time when the agency world is coping with nearly 20 major international media reviews.

From online video to smartphone proliferation and the growing importance of data, these are revolutionary times for media and marketing – and the work shown to our judging panel shows that the industry is adapting admirably (see pages 11-43).

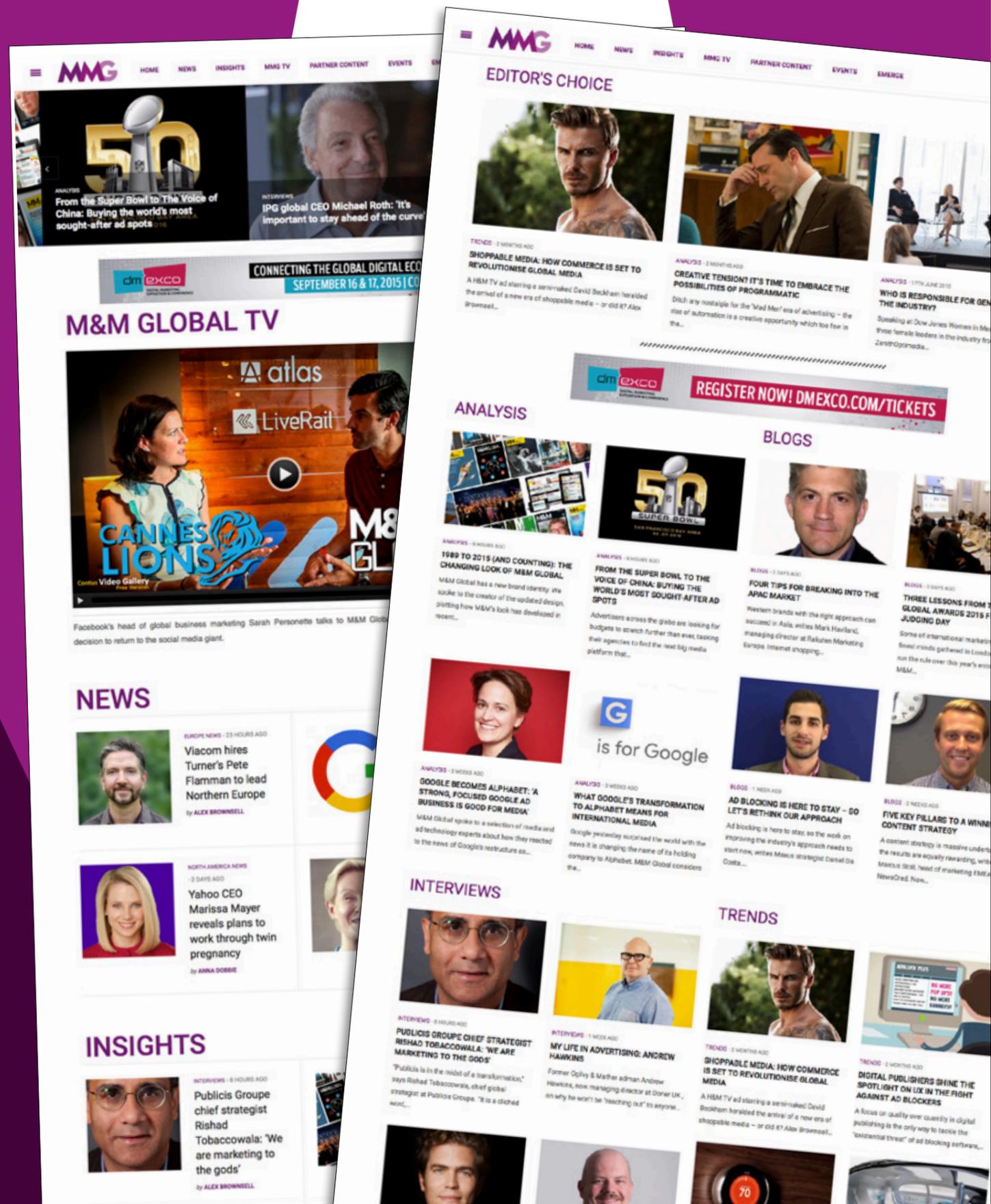
Thanks to all our M&M Global Awards 2015 partners, especially headline partner NBCUniversal, and to A+E Networks, Collective, euronews and Publicitas. Without your contributions, none of this would have been possible.

*Alex Brownsell, Editor, M&M Global*



## Contents

- 3 EDITOR'S WELCOME
- 5 CHAIRMAN'S INTRODUCTION
- 6 MEET THE JUDGES
- 8 OBSERVATIONS FROM THE JUDGING TABLE
- 11 AGENCY NETWORK OF THE YEAR
- 13 CAMPAIGN OF THE YEAR
- 15 INTERNATIONAL ADVERTISER OF THE YEAR
- 17 INTERNATIONAL MEDIA BRAND OF THE YEAR
- 19 PROGRAMMATIC COMPANY OF THE YEAR
- 21 BEST USE OF MOBILE
- 22 BEST USE OF VIDEO
- 23 BEST USE OF NATIVE ADVERTISING
- 24 THE SMART USE OF DATA AWARD
- 25 B2B CAMPAIGN OF THE YEAR
- 26 BEST PARTNERSHIP AWARD
- 27 INTERNATIONAL CREATIVITY AWARD
- 29 BEST COMMUNICATIONS STRATEGY
- 31 BEST USE OF CONTENT
- 33 BEST INTERNATIONAL LAUNCH/RE-LAUNCH
- 34 BEST ENGAGEMENT STRATEGY
- 35 BEST USE OF SOCIAL MEDIA
- 37 BEST LOCAL EXECUTION OF A GLOBAL BRAND
- 39 THE EFFECTIVENESS AWARD
- 40 BEST DIGITALLY INTEGRATED CAMPAIGN
- 41 BEST TARGETED CAMPAIGN
- 42 BEST ENTERTAINMENT PLATFORM
- 43 BEST CONTENT CREATION AWARD



CONGRATULATIONS TO ALL OF TONIGHTS WINNERS  
SEE ALL THE PICTURES AND VIDEOS FROM THE AWARDS AT [mandmglobal.com](http://mandmglobal.com)

## CHAIRMAN'S INTRODUCTION



It is always great to be surrounded by top talent and good work, and we judged entries and categories that are absolutely critical to delighting our consumers.

The one theme that seems common across everything is that engagement rules the day: finding new ways to engage consumers, and how to connect with consumers across multiple devices and touchpoints. It is about cutting through the clutter, and using each channel and device's unique capabilities to engage in ways we've never been able to before.

That said, there are a couple of areas where we can all get better and improve.

One area is around really quantifying the business results that are accrued out of the work we do; as marketers and practitioners, we need to continue to get stronger at engagement metrics, as well as explaining how that is increasing sales and lift for our brands.

The other is around mobile: we have to recognise it is no longer about mobile and social and so forth.

Mobile is digital; digital is marketing. Now it is about ensuring mobile is the core of our marketing, because it is the device through which all other channels are going to be accessed.

If I were to offer any advice to next year's entrants, I would say be really authentic with the KPIs you set out to achieve, and lay those out absolutely clearly in your submission. Authenticity and transparency will help take all entries to the next level.

When you have a day job, you are always thinking about it in the context of the company you are in, the brands you work on and the people you work with. Being involved with the M&M Global Awards allows me to be connected with and inspired by what is happening outside the walls in which I work.

Marketing and media is alive and well. In fact, I would say that the dawn of the media agency is reawakening again. It is an exciting time to be a part of the industry. ■

**Vineet Mehra, president,  
global marketing services,  
Johnson & Johnson**



Being involved with the M&M Global Awards allows me to be connected with and inspired by what is happening outside the walls in which I work

# ARE YOU A WINNER?

## Order extra trophies for your offices

email: [silvia.palacios@csquared.cc](mailto:silvia.palacios@csquared.cc)

# MEET THE JUDGES

On Wednesday 26 August, 18 senior media and marketing executives gathered in central London to deliberate over this year's M&M Global Awards entries.

As well as UK-based executives, we had judges fly in from locations as far-flung as Singapore and the US.

Led by Johnson & Johnson president of global marketing services, Vineet Mehra, and including an array of client, agency, media owner and technology experts, it was the ideal group to identify this year's most impressive work. ■



- 1 **Susana Tsui**  
CEO, [PHD APAC](#)
- 2 **Sarah Mansfield**  
VP Global Media – Europe & Americas  
[Unilever](#)
- 3 **Tony Mattson**  
Global Managing Partner  
[UM](#)
- 4 **Kerry Elsdon**  
Head of Media and Social, Europe, [MasterCard](#)
- 5 **Enyi Nwosu**  
Worldwide Head of Strategy  
[Mindshare International](#)
- 6 **Erica Rosengart**  
Global Client Managing Partner  
[Starcom Mediavest Group](#)
- 7 **Tony Jarvis**  
MD – Client Relations  
[El Agency](#)
- 8 **Andrew Cocker**  
Senior Marketing Director, EMEA  
[Expedia](#)
- 9 **David Black**  
Managing Director – Brand  
[Google](#)
- 10 **Vineet Mehra**  
**CHAIR OF THE JURY**  
President, Global Marketing Services  
[Johnson & Johnson](#)
- 11 **Mark Murray Jones**  
Head of Strategy  
[OMD International](#)
- 12 **Taide Guajardo**  
European Marketing Director  
[P&G](#)
- 13 **Annabel Venner**  
Global Brand Director  
[Hiscox](#)
- 14 **Dave Hompe**  
Joint Managing Director and Client Lead, EMEA, [Essence](#)
- 15 **Lynette Pang**  
Assistant Chief Executive Officer  
[Singapore Tourism Board](#)
- 16 **Deirdre McGlashan**  
Global Head of Digital  
[MediaCom](#)
- 17 **Dominic Woolfe**  
Director of Sales, UK  
[Collective](#)
- 18 **Matthew Teeman**  
EMEA Commercial Director  
[Bloomberg](#)

# COMMUNICATION WITHOUT LIMITS AS DATA AND CREATIVITY COLLIDE

An impressive body of work was judged by an equally heavyweight panel for this year's expanded M&M Global Awards, which reflected a resurging confidence in the international media and marketing landscape among players both old and new

A quick glance out the window confirmed the obvious: it was still raining, as it had been all day. The British summer may have disappointed holidaymakers, but it did nothing to dampen the enthusiasm of those gathered to judge the entries for this year's M&M Global Awards.

The calibre of the judging panel was beyond debate. Take our chair, Johnson & Johnson's president, global marketing services, Vineet Mehra, who had jetted in from New York for 24 hours to lead the process with wit and poise.

Mehra was ably assisted by sharp client minds such as Unilever's vice president global media, Europe and Americas, Sarah Manfield, Hiscox global brand director Annabel Venner, and Singapore Tourism Board assistant chief executive Lynette Pang.

The panel also boasted media experts such as Google UK managing director David Black, MediaCom's global chief digital officer Deirdre McGlashan and PHD's Asia Pacific chief executive Susana Tsui.

With 18 entering categories, it was a long day, but the levels of combative debate did not diminish.

Case studies were rigorously examined against category criteria, and judges often found themselves sparring with fellow panellists over the relative merits of each entry.

The expanded scope of the Awards also helped to better reflect the changing industry we serve.



Final judging day highlights

One gained a sense that a good creative concept is wasted without a rigorous data strategy to ensure it reached the right people at precisely the right moment

Categories like Best Use of Mobile, Best Use of Native Advertising and Best Use of Video brought us up to date with the evolving ways in which brands are communicating with consumers, and this progression will undoubtedly continue over the coming years.

## Data, data and more data

Patterns are not necessarily easy to spot in the winning entries. Successful entries emerged for a range of verticals, including FMCG, retail, telecoms, automotive and technology.

However, what many did have in common was an appreciation of the importance of data.

Campaigns as disparate as Knorr's 'Flavours of Home', Disney's 'Star Wars: Rebels Wanted' and Sony Xperia's 'Superiority Complex' drew praise for the clever use of data to both inform the creative idea and optimise media plans in real time.

One gained a sense that a good creative concept is wasted without a rigorous data strategy to ensure it reached the right people at precisely the right moment. And



OMD International's Mark Murray Jones

the rise of programmatic buying is only going to enhance this need for data sophistication.

Another notable trend was an appreciation of how innovative media choices can take a strong creative to a higher level.

Mondelez's cookie brand Oreo wowed the judges with its campaign celebrating the solar eclipse over the UK earlier this year. Oreo's agency PHD secured an amusing media partnership with The Sun, running an eclipse-themed cover wrap over the newspaper, as well as buying digital OOH spaces on the top of buildings in London and Edinburgh to capture the attention of sky-gazers.

Of course, the moment of the eclipse differed slightly in each city, so the use of data to ensure a timely recreation in both locations – using an Oreo to represent the Moon, of course – only added to the campaign's credibility.

## No popularity contest

The best campaigns demonstrated an ability to change consumer behaviour, from the pledges for a healthier generation prompted

across the globe. While it drew positive comments, and received a high commendation for the Best Use of Content category, the quality of the fresh media work on display thwarted its attempts to add to its trophy cupboard.

Airbnb's '#NightAt' submission was a thing of beauty, and had plenty of fans in the judging panel. Yet it never quite managed that elusive majority vote in the categories into which it was entered – leaving with only a high commendation in the International Creativity Award.

Similarly, Dell's hilarious 'Take IT Easy' case study – shortlisted in six categories – was highly appreciated, but could only convert that popularity into a single win in the B2B Campaign of the Year category.

The discussions were not all positive, either. The judges argued that brands should be doing much more to harness the unique power and capabilities of mobile, especially with smartphone use growing rapidly across emerging markets.

## Getting better

As the industry gathered for its annual celebration at the M&M Global Awards, we can be proud that international media and marketing is getting better: more sophisticated, more innovative and more creative.

Companies new and old – from Facebook and Teads to Bloomberg and the BBC – rubbed shoulders at Grosvenor House in London, and even shared a vodka luge. Our world is changing.

With the newly relaunched M&M Global, we aim to capture that growing confidence and be the hub for international media.

Please visit our new website and let us know what you think – and we look forward to seeing you at next year's M&M Global Awards. ■

Companies new and old – from Facebook and Teads to Bloomberg and the BBC – rubbed shoulders at Grosvenor House, and even shared a vodka luge. Our world is changing

by Nestlé milk brand NIDO, to the huge levels of Twitter activity around Adidas' official FIFA World Cup football, Brazuca.

Meanwhile, the myth-busting '#TouchThePickle' campaign by Procter & Gamble (P&G) feminine hygiene brand Whisper in India, with its sentiment-shifting success, hinted at how brands can instigate positive action.

There were some surprising results, too. Take P&G's much-lauded '#LikeaGirl' campaign for its Always brand, which has been celebrated

**Creative Solutions.**  
**Built Around You.**

AGENCY NETWORK  
OF THE YEAR

**WINNER**  
MediaCom

Proud Sponsors Of *The Media Agency Of The Year Award*

CONGRATULATIONS TO ALL THE WINNERS

MediaCom describes itself as 'the content + connections agency', stressing that a media agency in today's rapidly shifting media landscape must operate in an entirely new way.

While the more cynical reader may raise an eyebrow at such lofty words, MediaCom's assertions are clearly about as far from empty corporate blurb that you can get, certainly if its performance in the M&M Global Awards 2015 is anything to go by.

MediaCom was this year's agency with the most shortlisted entries – with 31 of its submissions making the final round of judges' voting. But more tellingly, out of those, a massive six picked up category trophies, while two submissions were Highly Commended.

The diversity of award-winning entries – both in terms of client sectors, campaign types and media and data strategies deployed

– speaks volumes too: from its B2B-winning work with Dell, which ingeniously bypassed the corporate IT buyer (ostensibly the target market) based on an insight that they knew little about IT, instead targeting IT administrators; to its emancipating 'Touch the Pickle' campaign for sanitary towel brand Whisper, which picked up awards in two categories (Best Content Creation and The Effectiveness Award).

Other wins spanned mobile telecoms, with MediaCom's Sony Xperia Z3 campaign boosting brand preference by 28% and picking up Best Use of Mobile, and its #listenforyourself Bose partnership with Spotify, Vice and Facebook, which won Best Partnership Award.

Last, and by no means least, MediaCom was behind the strikingly innovative 'Power of Sport' campaign for Shell, which was a key contributor to the energy giant winning the International Advertiser of the Year Grand Prix.

MediaCom's assertions are as far from empty corporate blurb that you can get, certainly if its performance in the M&M Global Awards 2015 is anything to go by

[sales.nbcuninetworks.com](http://sales.nbcuninetworks.com)

**Cathy Boxall:** Client Solutions Director  
0203 618 8067 | [cathy.boxall@nbcuni.com](mailto:cathy.boxall@nbcuni.com);  
**Justin Stephenson:** Advertising Sales Director  
0203 618 8152 | [justin.stephenson@nbcuni.com](mailto:justin.stephenson@nbcuni.com)

# CAMPAIGN OF THE YEAR

**WINNER**  
Penny the Pirate

**AGENCY:** OMD **BRAND:** OPSM



Campaign of the Year is calculated from the success of the brand's performance across multiple M&M Global Awards categories, and OPSM and OMD's 'Penny the Pirate' campaign punched well above its weight, winning in two categories (Best Engagement Strategy and Best Entertainment Platform) and being shortlisted in another three. The quality of the campaign makes it easy to see why.

Eyecare brand OPSM needed to overturn a mindset prevalent among parents of young children, one-in-four of whom have vision problems: that taking their kids to optometrists is not a priority.

This perception was largely due to the notion that the lab coat and lens approach is over-scientific, complex and off-putting.

OPSM and OMD had to shift attitudes, inspire conversation and care among parents, screen more young eyes and boost consultation

bookings with OPSM professionals. With the help of the University of Melbourne and renowned illustrator Kevin Waldron, 'Penny the Pirate' was born, allowing OPSM to hide children's eye screenings behind visually and narratively compelling illustrations and type.

Working with bloggers, schools and parents to test the book, OMD acted like a publisher, honing the story ahead of a national launch via Yahoo7's 'Mouths of Mums' network. Penny the Pirate was free to download as an app or to pick up in-store. Media spend spanned social, SEM, display and performance ads online, TV commercials, in-store displays and cinema ads.

OPSM is on track to screen more than 500,000 children and receive 125,000 appointments, an increase of 89%.

The campaign drove nearly 50,000 engagements on social media in its first fortnight, and also spearheaded a 14% boost in sales.

OPSM and OMD's 'Penny the Pirate' campaign punched well above its weight, winning in two awards categories and being shortlisted in another three



Festival of Media  
**LATAM**

23-25 September 2015  
The Ritz-Carlton Key Biscayne, Miami

## CELEBRATING CHANGE AGENTS

A TASTE OF THE SPEAKERS AT THE FESTIVAL OF MEDIA LATAM 2015



**FERNANDO MACHADO**  
SVP GLOBAL BRAND MANAGEMENT,  
BURGER KING



**ALEXANDER JUTKOWITZ**  
CEO, TRUFFLE PIG



**MARY HELENA ASMAT**  
BACKUS BRAND MANAGER,  
SABMILLER PERU



**PENRY PRICE**  
VP MARKETING SOLUTIONS,  
LINKEDIN



**MICHAEL WOLFF**  
WRITER, HOLLYWOOD REPORTER



**DOMINIQUE DELPORT**  
GLOBAL MANAGING DIRECTOR,  
HAVAS

BOOK YOUR TICKET NOW AT [FESTIVALOFMEDIA.COM/LATAM](http://FESTIVALOFMEDIA.COM/LATAM)

see the world in perspective  
tv - mobile - radio - internet



Exclusive sponsor of the  
M&M International Advertiser  
of the Year Award

euronews.com



SPONSORED BY:



# INTERNATIONAL ADVERTISER OF THE YEAR

**WINNER**  
Shell



Shell has won the coveted Grand Prix for International Advertiser of the Year, fending off competition from seven other contenders after being voted for by M&M Global readers.

The company not only notched up five shortlisted entries in this year's M&M Global Awards shortlist, but also converted one into a win for its inspiring 'Power of Sport' activity in Rio in the build-up to the FIFA World Cup in 2014 (the International Creativity Award).

The tone of 'Power of Sport' caught the imagination of the M&M Global Awards judges. Shell worked closely with MediaCom, taking an atypical stance for an energy giant associated with fossil fuels, focusing on renewable energy in a manner that emphatically shrugged off the potential label of 'greenwash'.

Meanwhile, a blockbuster-style global campaign, called 'Stay Ahead', launched earlier this year, promoting how Shell's V-Power Nitro+ car



Shell worked closely with MediaCom, taking an atypical stance for an energy giant associated with fossil fuels, focusing on renewable energy

fuel can help avoid engine gunk and corrosion.

The oil and gas group has also been innovating in the consumer space, recently partnering with PayPal to offer UK consumers at its forecourts the option to pay for fuel using a mobile app.

Elsewhere, Shell was shortlisted twice in the Best Partnership category for Power of Sport and the company's Eco-Marathon work.

**SHORTLISTED**

- Airbnb
- Coca-Cola
- Dell
- Hilton
- L'Oréal
- Samsung
- Unilever





# WRAP REPORT

## Dmexco

TO BE PART OF THE WRAP REPORT FOR DMEXCO,  
OR THE SHOW DAILIES

PLEASE SPEAK TO VICTOR KINLOCK ON  
[victor.kinlock@csquared.cc](mailto:victor.kinlock@csquared.cc) or on 020 7367 6467

## PROGRAMMATIC COMPANY OF THE YEAR

**WINNER**  
MediaMath



### SHORTLISTED

- DataXu
- Exchange Lab
- Rocket Fuel
- Rubicon Project
- Sizmek
- SpotX
- TubeMogul

MediaMath has picked up the Grand Prix gong for M&M Global's Programmatic Company of the Year, beating off competition from seven other programmatic specialists, as voted for by our readers.

The M&M Global team selected a shortlist of eight international programmatic players that have demonstrated stand-out business performance and embodied the pioneering, innovative spirit in one of marketing and media's new frontiers.

MediaMath resides in an industry – fairly or unfairly – often associated with workaholism. Yet jobs website Glassdoor ranked the marketing data specialist third in its list of top UK employers for work/life balance.

The company scored 4.6 out of 5, with positive feedback from existing and former employees. One staff member said the firm 'respects personal and work/life balance, enriching both simultaneously'.



MediaMath resides in an industry associated with workaholism. Yet jobs site Glassdoor ranked it third in its list of employers for work/life balance

It's a philosophy that resonates across the business, which employs more than 600 staff across offices in New York, Boston, Chicago, Miami, San Francisco, São Paulo, London, Paris, Singapore and Tokyo.

The firm is led by chief executive Joe Zawadzki, a recognised pioneer in online advertising, while it recently employed a vice-president and global head of communications as its growing size and diversity calls for consistent marketing comms.

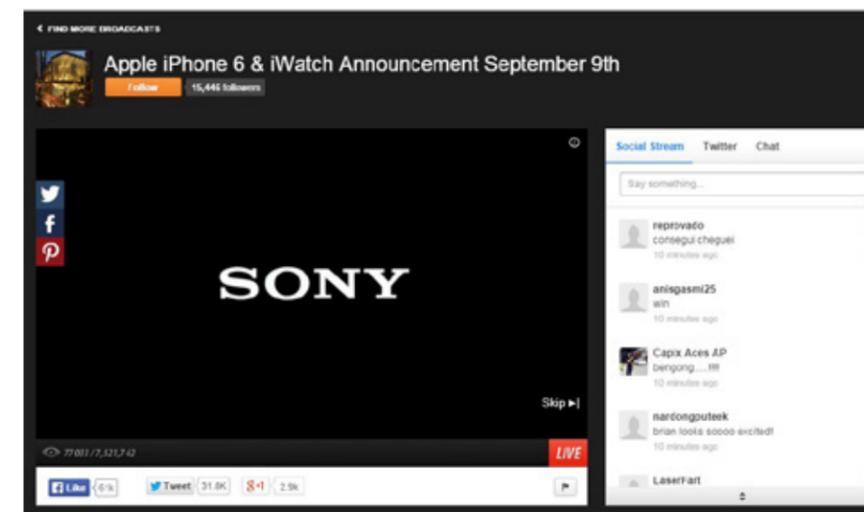
SPONSORED BY:



# BEST USE OF MOBILE

**WINNER**  
Xperia – Superiority Complex

**AGENCY:** MEDIACOM WORLDWIDE **BRAND:** SONY XPERIA



**HIGHLY  
COMMENDED**



- Local Feet, Global Footprint  
**Agency:** Starcom MediaVest Group  
**Brand:** Galaxy Tab S

**SHORTLISTED**

- Picture this... #Urbantips from Courtyard by Marriot  
**Agency:** MEC  
**Brand:** Courtyard
- Selfie Swap  
**Agency:** OMD  
**Brand:** Canadian Tourism Board
- Twitter Radio  
**Agency:** Starcom MediaVest Group  
**Brand:** Suno FM

The smartphone market is dominated by Apple and Samsung, which meant Sony's messages around its Xperia handsets were often lost.

So Sony and MediaCom decided to use Apple and Samsung's strengths against them, disrupting their rivals' product launches and directly targeting their customers.

Sony staged 'guerilla raids' on the iPhone 6 and Galaxy launches, disrupting their TV campaigns by simultaneously serving Xperia Z3 ads to second screens, where it knew many of Apple's and Samsung's core consumers frequented.

Conversations across social media were closely monitored during Apple CEO Tim Cook's address, with Sony pointing out in real time some features of the Xperia Z3, such as its 48-hour battery life. Meanwhile, programmatic buying systems were set up to serve Sony ads and content across mobiles, laptops and tablets – a first in many key markets –



Sony staged 'guerilla raids' on the iPhone 6 and Galaxy launches, simultaneously serving its Xperia Z3 ads to second screens

delivering Z3 messages within three seconds of Apple and Samsung's ads.

The campaign bolstered Xperia Z3 brand preference by a third, and Sony reached 13 million Apple owners in just three days from the iPhone 6 launch, and more than 3.3 million people within three seconds of the Galaxy TV commercial breaking.

Sony's brand preference rose 28%, and awareness of Xperia as a premium smartphone by 15%.

## Global Media and Marketing Solutions

Publicitas is a world leading international media and advertising services company.

We provide targeted advertising solutions through the most effective media, offering unequalled global access to quality audiences across all channels. In addition to traditional ad placement, our services include market and media consultation, in-page and in-mobile video, creative and premium programmatic. Publicitas is uniquely placed to enhance ROI on your marketing spend.

**Display | Mobile | Video | Social | TV | Print | Out-of-Home | Inflight**

**Global Reach, Local Knowledge**

# BEST USE OF VIDEO

## WINNER

Knorr: Flavour of Home

AGENCY: PHD BRAND: KNORR



Unilever brand Knorr had become adept at showcasing its product credentials through advertising, yet as the savoury category became increasingly homogenised, Knorr had lost its distinctiveness and competitive edge. In response, PHD and Unilever wanted to transform Knorr from merely a compelling product into a compelling idea.

Targeting the March equinox – when families come together for cultural and religious events including Easter – PHD created Carmen the husky trainer, who lived physically far from her mother but for whom the flavours of Knorr brought her back home.

PHD needed to adapt the campaign according to global markets, ensuring the media plan was optimised to those platforms most effective in individual countries.

The agency created a command centre at Unilever HQ so it could launch the three-minute film in 11 markets simultaneously on 25 March.

The agency created a command centre at Unilever HQ so it could launch the three-minute film in 11 markets simultaneously

The video had gleaned more than 104 million views at the date of this awards submission, and 93,000 social interactions, topping the viral charts and resonating with audiences across the world. The creation of the command centre at Unilever HQ was credited as a key factor in the campaign's impact.

The film clearly engaged viewers, with half watching to the end, while it contributed to a highly impressive 474% uplift in brand affection.

SPONSORED BY:



## HIGHLY COMMENDED



• Ready, Set, Gooolf!  
Agency: MediaCom  
Brand: Volkswagen

## SHORTLISTED

• #LikeAGirl  
Agency: Starcom MediaVest Group  
Brand: Always

• 100 Years of Hair: Gillette BODY Launch  
Agency: MediaCom Worldwide  
Brand: Gillette

• Face to Face with the Arsenal Family by Europcar  
Agency: Starcom MediaVest Group  
Brand: Europcar

• Fast & Furious 7  
Agency: MediaCom Worldwide  
Brand: Fast & Furious 7

• Jameson First Shot  
Agency: Vizeum Global Management  
Brand: Jameson

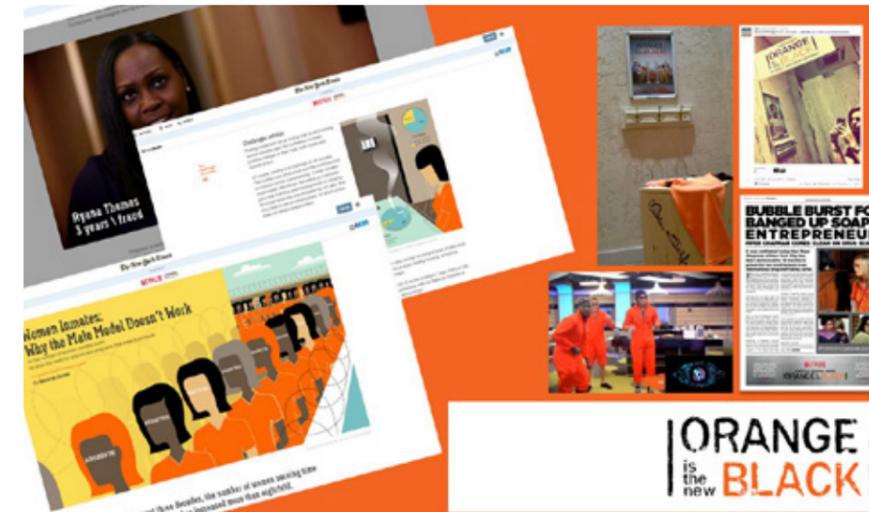
• MAGGI Diaries  
Agency: MEC  
Brand: MAGGI

# BEST USE OF NATIVE ADVERTISING

## WINNER

Orange is the New Black: Breaking Down The Bars

AGENCY: MEC BRAND: NETFLIX



After a successful and critically lauded first season of Orange is the New Black, Netflix wanted to ensure that the return season of the TV series became an even bigger phenomenon in order to drive more subscribers.

While Netflix's viewers may have ostensibly seemed to share little with the cast of female prisoners, its research found they actually had some things in common.

Netflix and MEC deployed a native content programme across digital, TV, print, radio, cinema, OOH, social media and sponsorship channels.

A partnership with The New York Times called 'Women Inmates' sought to explore the realities of being a female prisoner, and included a 1,500-word story, original illustrations and a video series with real prisoners.

Netflix also partnered with Gilt Groupe to create a customised flash

While Netflix's viewers may have ostensibly seemed to share little with the cast of female prisoners, its research found they actually did

fashion sale using cast members, while Hearst titles including Elle, Marie Claire and Cosmopolitan carried advertorials.

The campaign by MEC grew awareness of Orange is the New Black by 33% and likelihood to recommend by 15%. Social mentions of the programme were up 150% compared with season one, while the New York Times partnership generated more than 30 million earned media impressions.

## HIGHLY COMMENDED



• Pledge for a Healthier Generation  
Agency: MEC  
Brand: NIDO

## SHORTLISTED

• Data drives Quattro hire sampling  
Agency: MediaCom Worldwide  
Brand: Audi

• Talk to Google  
Agency: OMD  
Brand: Google

• Whisper: #touchthepickle  
Agency: MediaCom  
Brand: Whisper Ultra

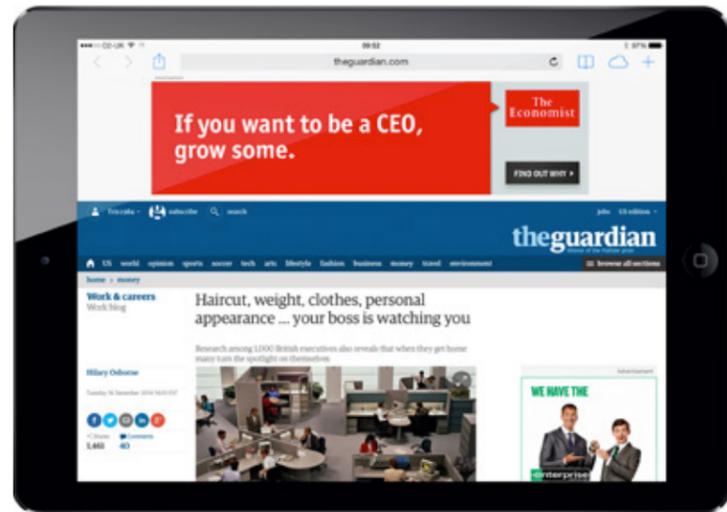
• Shell & Bloomberg Media  
Agency/media owner: Bloomberg  
Brand: Shell

# THE SMART USE OF DATA AWARD

## WINNER

The Economist – ‘Real Time Advertising’

AGENCY: UM BRAND: THE ECONOMIST



With so much content available online for free, finding people who will pay £45 per quarter for a subscription to The Economist's content was a challenge. Part of the problem was that many people did not appreciate The Economist's breadth of content.

'Real Time Advertising' thus aimed to create a cookie pool of 660,000 prospects, which could be converted into 1,500 subscribers, engaging people in 13 markets. The strategy was based on a pithy pseudo-equation: 'Data + content + programmatic = smart content delivered at scale'.

The campaign first built its audience by analysing data from The Economist's data management platform and isolating the most active subscribers on its apps and website to see what content they preferred to consume and when.

Content was delivered to prospects via digital media including Facebook,



The Economist's strategy was based on a pithy pseudo-equation: 'Data + content + programmatic = smart content delivered at scale'

The Wall Street Journal and CNN; and various formats, including in-feed ads and real-time creative ads with Economist content matching the context of the page and profile of the viewer. Topics spanned politics, finance and economics.

The Economist surpassed objectives and created a cookie pool of 700,000, delivering three million prospects in two months. It generated 9,350 new subscribers, equating to almost £31.7m in revenue in year one alone.

# B2B CAMPAIGN OF THE YEAR

## WINNER

Take IT Easy

AGENCY: MEDIACOM BRAND: DELL



Dell is famous for manufacturing PC desktops and laptops, yet half its business revenue is generated from providing businesses with IT infrastructure. However, in Germany, Dell was not trusted by IT decision makers (ITDMs) – a brand-loyal, risk-averse bunch of buyers.

Cue MediaCom and Dell's campaign to win them over. The agency's surprising finding was that ITDMs do not know that much about IT. Instead they rely on an informal network of colleagues to advise them – the IT administrators who populate a business's IT department.

So Dell targeted the latter by playing on how IT administrators felt about staff pestering them with idiotic requests, via a 16-webisode sitcom. It was promoted via Germany's largest IT websites and on Facebook video ads, driving users to Dell's Tumblr page, where IT administrators could contribute their own stories of the 'Dumbest Assumable User' and use an app to create shareable gifs.



The sitcom campaign created a 213,000-strong community within four months, and secured thousands of targeted leads for Dell

The worst stories were used to create merchandise such as mugs, allowing Dell to capture leads.

The campaign created a 213,000-strong community within four months, with 20% of them returning regularly, and secured thousands of targeted leads.

The sitcom also gained 1.5 million video views, with the first episode becoming the most successful ever on Facebook in the IT category.

## SHORTLISTED

- Bose #listenforyourself  
Agency: MediaCom  
Worldwide  
Brand: Bose
- Festive Sale  
Agency: OMD  
Brand: Sony Entertainment Network
- My McDonald's Approach  
Agency: OMD  
Brand: McDonald's

## SHORTLISTED

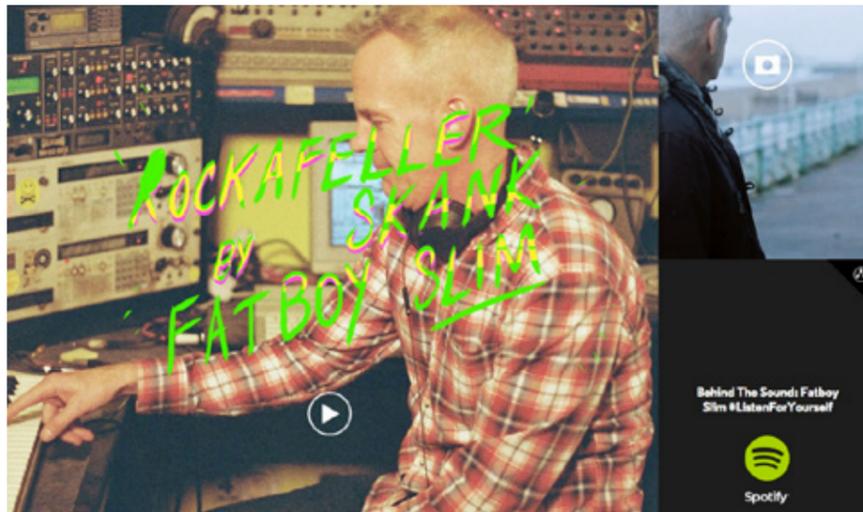
- BBC Advertising does smart business with Brother  
Agency/media owner: BBC Advertising  
Brand: Brother Business Smart
- Conference Marathon  
Agency: OMD  
Brand: HP
- If We... Virtual Realities  
Agency/media owner: BBC Worldwide & MediaCom  
Brand: Dassault Systèmes
- Stop the Breach  
Agency: OMD  
Brand: Cisco Security
- The ZED Experience  
Agency: OMD  
Brand: HP
- Trina Solar Virtual Showroom  
Agency: RE'FLEKT  
Brand: Trina Solar
- Zurich B2B Global Media Partnership  
Agency: UM  
Brand: Zurich Insurance

# BEST PARTNERSHIP AWARD

## WINNER

Bose #listenforyourself

AGENCY: MEDIACOM MEDIA PARTNERS: SPOTIFY, VICE AND FACEBOOK BRAND: BOSE



Bose wanted to challenge Beats' dominance of the fashionable headphones market with its SoundTrue cans. While MediaCom realised that millennials were swayed by fashion and celebrity, it observed that they also value authenticity.

The dominance of Beats had been established through a culture that put a premium on style over substance, with many audiophiles bemoaning the headphones' quality. Bose and MediaCom created the #listenforyourself platform to reflect consumers' individuality, encouraging them to decide for themselves which headphones they preferred.

To see real listening data, and real-time music trends, MediaCom used a dataset never accessed by brands before: Spotify listening information. MediaCom formed a partnership with Spotify, Vice and Facebook, allowing the agency to deliver stories at scale. While Spotify provided data on what people were listening to, Vice allowed Bose to craft authentic



To see real listening data, and real-time music trends, MediaCom used a dataset never accessed by brands before: Spotify listening information

stories, while Facebook acted as a newsfeed.

Documentary-style content included 'Scene Unseen', a look at obscure music scenes such as dancehall in Japan and electro in India.

The #listenforyourself videos have so far been seen more than 25 million times across all platforms and continue to be watched, transforming Bose's brand image in the important millennials market.

# INTERNATIONAL CREATIVITY AWARD

## WINNER

Power of Sport: #makethefuturerio

AGENCY: MEDIACOM BRAND: SHELL



In the build-up to the 2014 FIFA World Cup, Shell wanted to show how it was helping to meet the future energy demands of a growing global population. Part of its #makethefuture programme, which embraces alternative energy, #makethefuturerio created a state-of-the-art pitch for locals, situated in the heart of a Rio de Janeiro favela that literally converted player footfall into electricity to power its floodlights.

The previously derelict pitch was kitted out with 200 underground tiles that converted and stored the kinetic energy from players running around into electricity, which when combined with solar-generated energy was used to power the pitching lighting. The project took 18 months to develop and involved football legend Pelé. It created social buzz and extensive coverage, while videos hosted on Shell's 'Let's Go' YouTube channel carried video content.

While engaging the local community in Rio, the campaign extended



While engaging the local community, the campaign extended beyond Brazil's borders, gaining 114 pieces of media coverage globally within 48 hours

beyond Brazil's borders, gaining 114 pieces of media coverage globally within 48 hours of launch; while the 38 pieces of content created and posted across Shell's owned media, and Pelé's channels, reached more than 35 million people.

The main Pelé video received nearly 56,000 'likes' and the Shell Facebook post featuring a video from the launch was its most successful in 2014, with 47 million impressions and an engagement rate of 19%.

## SHORTLISTED

- Cartier – CNN Ones to Watch  
Agency/media owner: CNN International  
Brand: Cartier
- Check In  
Agency: OMD  
Brand: Visa
- Durex #Connect  
Agency/media owner: Google  
Brand: Durex
- Eco-Marathon: #makethefuture  
Agency: MediaCom  
Brand: Shell
- Power of Sport  
Agency: MediaCom  
Brand: Shell
- The Gentlemen's Wager  
Agency: PHD  
Brand: Johnnie Walker Blue Label
- Zurich's Global Media Partnership  
Agency: UM  
Brand: Zurich Insurance

## HIGHLY COMMENDED



- Airbnb #NightAt  
Agency: Starcom MediaVest Group  
Brand: Airbnb

## SHORTLISTED

- BBC Advertising and Brand USA – USA through film  
Agency: BBC Advertising  
Brand: Brand USA
- Talk to Google  
Agency: OMD  
Brand: Google



“ Membership of the IAA is invaluable for those working in every area of our industry around the world. The IAA has become an essential forum for trends, insights, education and professional development.

As individuals, and as a corporation, the Financial Times gets tangible benefits from its membership of the IAA.”

Ben Hughes,  
Global Commercial Director,  
Deputy CEO, Financial Times.

# BEST COMMUNICATIONS STRATEGY

**WINNER**  
Cities of the World

**AGENCY:** STARCOM MEDIAVEST GROUP **BRAND:** HEINEKEN

Through the Cities of the World campaign Heineken maintain or grew Brand Closeness in 73% of their top 25 markets, including for the first time ever in the UK beating Peroni & Stella on all Brand Health Metrics.

With half of the world's population living in cities, Heineken views the globe's metropolises as its biggest opportunity for future growth. However, the emergence of the craft beer movement and a 'buy local' trend meant the Dutch lager brand had never faced stiffer competition.

Starcom Mediavest Group set out to prove Heineken's relevance to young urbanites by helping them discover what their cities had to offer. The 'Cities of the World' platform was created to help young men 'unlock' their cities using local insights.

Local relevance started with Heineken's own product, with its bottle tailored to individual locations, carrying the names of 55 global cities, while 111 locally relevant campaigns were created; @wherenext was used as a 'compass' to direct men to the best bars, clubs and pubs; and local insights shaped activity – for instance, in London, SMG found young men struggling to leave their vicinities because of

**In London, SMG found young men struggling to leave their vicinities because of costs and sent Heineken-branded cabs to drive people out**

transport costs and sent Heineken-branded cabs to drive people out of their boroughs; and in New York, mobiles left in Uber cars rang, offering passengers brave enough to answer them new experiences.

Cities of the World helped Heineken grow volume by 5% across its top 20 markets, a figure directly attributed to the campaign; and more than one billion special-edition bottles were sold worldwide, accounting for a third of Heineken's 2014 volume uplift.

**HIGHLY COMMENDED**



- Big Hero 6 – making friends with a new franchise  
Agency: OMD  
Brand: Disney Animation Studio

**SHORTLISTED**

- Airbnb #NightAt  
Agency: Starcom Mediavest Group  
Brand: Airbnb
- Penny the Pirate  
Agency: OMD  
Brand: OPSM
- Take IT Easy  
Agency: MediaCom  
Brand: Dell

**Understand the whole equation**

The people who will thrive in this complex world are those who understand the wider scheme of things. It's why our over 4000 members drawn from global advertisers, agencies and media owners in 76 countries rely on the International Advertising Association to keep them informed, share ideas, and support their common interests. If you understand the whole equation of advertising, and would like to join a group of people who truly understand the wider role it plays in the world, call +44 (0) 20 3542 1410, or write to office@iaauk.london to apply for membership.

# Congratulations to this evening's winners and nominees from A+E Networks®

Tonight will go down in HISTORY. Head over to our **selfie mirror** to increase your chances of remembering it.



# BEST USE OF CONTENT

**WINNER**  
#ChampionTheMatch

**AGENCY:** STARCOM MEDIAVEST GROUP **BRAND:** HEINEKEN



Heineken's sponsorship of the UEFA Champions League (UCL) was not translating into a boost in sales, so the Dutch brewer set out to make Heineken the beer of choice when watching the game at home.

But Heineken and Starcom Mediavest Group (SMG) discovered that while UCL viewers are loyal, many were watching the weekday games at home, alone. The campaign idea was to inspire fans to adopt a new ritual around games, dubbed #ChampionTheMatch.

Leveraging its audience's core digital native behaviours, Heineken targeted time-specific messaging across a multitude of devices and platforms, engaging fans in the build-up to, and during, the big game. Footballing heroes demonstrated their own ways to prepare for the game, and inspired fans on how to #ChampionTheMatch, mirroring the usual pre-game preparation rituals of buying beer and getting mates together, but with 'exciting and unusual twists'.

Leveraging its audience's core digital native behaviours, Heineken targeted time-specific messaging across many devices and platforms

Heineken helped make watching the games 'epic' and coupled this with live commentary and Q&As with UCL champions over their fans' second-screens on Twitter. A Google Doc, meanwhile, let office workers surreptitiously watch in-match commentaries at their desks.

#ChampionTheMatch became the most-used UCL hashtag ever, with a 73.3% share of voice on Twitter, while 62% of a sample stated they would be more likely to buy Heineken.

## HIGHLY COMMENDED



• #LikeAGirl  
Agency: Starcom MediaVest Group  
Brand: Always

## SHORTLISTED

- AYGO. GO FUN YOURSELF  
Agency: ZenithOptimedia  
Brand: Toyota
- Penny the Pirate  
Agency: OMD  
Brand: OPSM
- Power of Sport  
Agency: MediaCom  
Brand: Shell
- See The Real Me  
Agency: J3  
Brand: Clean & Clear

# MMG AWARDS 2015

## CREAM

INSPIRING INNOVATION  
BEST PRACTICE • BEST IDEAS

# BEST INTERNATIONAL LAUNCH OR RE-LAUNCH

**WINNER**  
Lexus NX: Striking Angels

**AGENCY:** ZENITHOPTIMEDIA **BRAND:** LEXUS EUROPE



## SEE THE MMG GLOBAL AWARD WINNING CAMPAIGNS ON CREAM

Plus you have access to over 4,000 case studies of the best media campaigns from around the globe.

Check out [creamglobal.com](http://creamglobal.com) today and sign up for your **FREE** trial.

With an ageing customer base, luxury automotive brand Lexus wanted to attract a younger market, while not alienating its core audience. For the launch of the NX – a cooler more futuristically designed car than typical of the brand – Lexus wanted to generate 9,000 pre-sales from June-December 2014, alongside a four-month order bank by December.

To attract a greater swathe of affluent 25- to 45-year-olds, ZenithOptimedia and Lexus set out to position the NX at the cutting edge of luxury design.

Three months prior to the car becoming available in dealerships, Lexus launched a platform to virtually showcase the NX's cool credentials, primarily via a digital content partnership with Vice under the umbrella 'NX Perspectives'. Edgy artists from the worlds of fashion, digital art and music were commissioned to produce digital assets, which were seeded across Vice's influencer network; while a collaboration with Will.i.am

Edgy artists from the worlds of fashion, digital art and music produced digital assets, which were seeded across Vice's influencer network

spanned an exclusive music track, an installation at London's Barbican, his appearance in a TV ad and at Paris Fashion Week, and the producer tweeting to his 13 million followers. Other activity included above-the-line and social media work at several high-end events.

Lexus smashed its pre-sales target by 59%, achieving 15,255 customer contracts by the end of December 2014, while the median age of the Lexus buyer fell from 61 to 57.

### SHORTLISTED

- 100 Years of Hair: Gillette BODY Launch  
**Agency:** MediaCom  
Worldwide  
**Brand:** Gillette
- AYGO. GO FUN YOURSELF.  
**Agency:** ZenithOptimedia  
**Brand:** Toyota
- Bose #listenforyourself  
**Agency:** MediaCom  
Worldwide  
**Brand:** Bose
- Call of Duty: Re-Inventing an Icon  
**Agency:** MEC  
**Brand:** Call of Duty
- The Gentlemen's Wager  
**Agency:** PHD  
**Brand:** Johnnie Walker Blue Label

# BEST ENGAGEMENT STRATEGY

**WINNER**  
Penny the Pirate

**AGENCY:** OMD **BRAND:** OPSM



Opticians brand OPSM needed to overturn a mindset prevalent among parents of young children, one-in-four of whom have vision problems: that taking their kids to optometrists is not a priority. This perception was largely due to the notion that the lab coat and lens approach is over-scientific, complex and off-putting.

OPSM and OMD had to shift attitudes, inspire conversation and care among parents, screen more young eyes and boost consultation bookings with OPSM professionals.

With the help of the University of Melbourne and renowned illustrator Kevin Waldron, 'Penny the Pirate' was born, allowing OPSM to hide children's eye screenings behind visually and narratively compelling illustrations and type.

Working with bloggers, schools and parents to test the book, OMD acted like a publisher, honing the story ahead of a national launch via Yahoo7's 'Mouths of Mums' network.

'Penny the Pirate' was born, allowing OPSM to hide children's eye screenings behind visually and narratively compelling illustrations and type

Penny the Pirate was free to download as an app or to pick up in-store. Media spend spanned social, SEM, display and performance ads online, TV commercials, in-store displays and cinema ads.

OPSM is on track to screen more than 500,000 children and receive 125,000 appointments, an increase of 89%. The campaign drove nearly 50,000 engagements on social media in its first fortnight, and also spearheaded a 14% boost in sales.

## SHORTLISTED

- #LikeAGirl  
**Agency:** Starcom MediaVest Group  
**Brand:** Always
- Nerf Toy Blaster – Nothing beats real life fun!  
**Agency:** OMD  
**Brand:** Nerf
- Star Wars: Rebels Wanted beats real life fun!  
**Agency:** OMD  
**Brand:** Star Wars Rebels
- Take IT Easy  
**Agency:** MediaCom  
**Brand:** Dell
- Vodafone: Back to the Future  
**Agency:** MEC – Team Red  
**Brand:** Vodafone

# BEST USE OF SOCIAL MEDIA

**WINNER**  
Brazuca

**AGENCY:** WE ARE SOCIAL **BRAND:** ADIDAS



Sponsor and official ball provider of the 2014 FIFA World Cup in Brazil, Adidas, had named the match ball 'Brazuca' after a public vote. We Are Social was challenged with activating Adidas's sponsorship, giving the 'most heavily tested football in history' a voice.

We Are Social created an @Brazuca Twitter profile to take fans behind the scenes of games, while the handle was displayed on match ball plinths before every World Cup game.

While Brazuca had to come across as authentic and passionate about football, it also had to convey humour and a degree of irreverence; so We Are Social worked closely with a football-obsessed comedian for six months, crafting humorous tweets and establishing editorial guidelines.

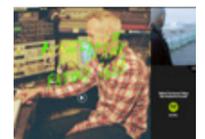
In the build-up to the event, Brazuca went on a global tour, visiting footballers and sharing experiences from a first-ball perspective using 360-degree cameras.

We Are Social was challenged with activating Adidas's World Cup sponsorship, giving the 'most heavily tested football in history' a voice

Brazuca was even welcomed to Twitter by the then FIFA president Sepp Blatter, tournament players and Real Madrid's Gareth Bale and TV pundit Gary Lineker.

The results spoke for themselves, with @Brazuca achieving reams of media coverage, building a community of 3.4 million followers on Twitter and becoming the fastest-growing account on the social network during the tournament. Adidas sold a record number of World Cup balls.

## HIGHLY COMMENDED



- #listenforyourself  
**Agency:** MediaCom Worldwide  
**Brand:** Bose

## SHORTLISTED

- #Championthematch  
**Agency:** Starcom MediaVest Group  
**Brand:** Heineken
- Airbnb #NightAt  
**Agency:** Starcom MediaVest Group  
**Brand:** Airbnb
- Street Art to Street Smart  
**Agency:** OMD  
**Brand:** Sony Pictures
- The 6 Friends Theory by Mercure  
**Brand:** Mercure Hotels/ Accor

# BEST LOCAL EXECUTION OF A GLOBAL BRAND

**WINNER**  
#OreoEclipse

**AGENCY:** PHD **BRAND:** OREO



Cookie brand Oreo might have enjoyed world renown, but in the UK it was trialled 40% less than the country's market-leading biscuit brand. Using the insight that 'British biscuits are boring', Oreo set out to differentiate itself from the 'beige products eaten by grey people'. Rude perhaps, but effective.

The brand cleverly played on the notoriously unpredictable British weather and predicted that the UK's biggest solar eclipse of 16 years would be ruined by overcast skies.

Oreo recreated March's solar eclipse using its biscuits as a substitute for the moon. Placements saw real-time digital outdoor sites carry the recreation, with Royal Astronomical Society data used to create exact timings and trajectories of the moon. The data and campaign executions also had to be adapted to where and when the ads were being viewed.

The full #OreoEclipse cycle was captured in a 10-second film and,



Oreo recreated March's solar eclipse using its biscuits as a substitute for the moon... resulting in 20 million Brits seeing the #OreoEclipse

within an hour of the eclipse's conclusion, it was seeded across social media. National press ads were run, including The Sun's cover eclipsed and blacked out by Oreo.

Oreo's prediction was accurate. The weather in most of the UK prevented people from seeing the cosmic event. However, 20 million Brits did see the #OreoEclipse, driving a sales boost of 59% immediately following the event, making March Oreo's biggest-ever sales month in the UK.

## SHORTLISTED

- Google Cardboard  
Agency: OMD  
Brand: Virgin Holidays
- Heineken Newcastle Brown Ale: If We Won  
Agency: Starcom MediaVest Group  
Brand: Newcastle Brown Ale
- Horse Sells Nasal Strip to Humans  
Agency: PHD  
Brand: Breathe Right Nasal Strips
- Nerf Toy Blaster – Nothing beats real life fun!  
Agency: OMD  
Brand: Hasbro Nerf
- Share a Coke with Remzi  
Agency: MediaCom  
Brand: Coca-Cola
- Top Chef  
Agency: OMD  
Brand: McDonald's Grand McExtrem
- Wall of Music  
Agency: OMD  
Brand: 7UP

# MMG

## A W A R D S 2 0 1 5

### SEE YOU NEXT YEAR

To get involved next time, contact  
[danielle.redwood@csquared.cc](mailto:danielle.redwood@csquared.cc)

# THE EFFECTIVENESS AWARD

Congratulations to all the winners  
at M&M Global Awards 2015



Building brands online through engaging creative  
and innovative technology

[uk.collective.com](http://uk.collective.com)

## WINNER

#Touchthepickle

AGENCY: MEDIACOM BRAND: WHISPER ULTRA



Only 40% of women in India use sanitary napkins, while the subject of menstruation is not easily addressed – a taboo shrouded in outmoded, sexist notions of shame, meaning that young girls approaching their first periods are forced to rely on what they are told by their mothers.

MediaCom had to overcome cultural obstacles and drive trial of Whisper Ultra, a high-performance product that no one in India would talk about.

The agency and brand did so by subverting the notion of shame and called on menstruating women to 'Touch the Pickle', a reference to a myth that if a menstruating woman touches a pickle (as in a condiment), it will spoil.

#Touchthepickle became the rallying cry, encouraging women to buck convention and talk about menstruation, while MediaCom seeded content including video across social media, supported with conversation from opinion leaders.



'Touch the Pickle' is a reference to a myth in India that if a menstruating woman touches a pickle (as in a condiment), it will spoil

Anthropologists were also recruited to explain the origin of taboos, while the campaign's final stage seeded stories showing 'How Every girl with Whisper can be Unstoppable'.

Touch the Pickle helped Whisper Ultra achieve its highest-ever value share, with the video gleaning 1.9 million views. For brand owner Procter & Gamble, it was one of its most successful campaigns in the region, generating \$6.1m-worth of earned media coverage.

## SHORTLISTED

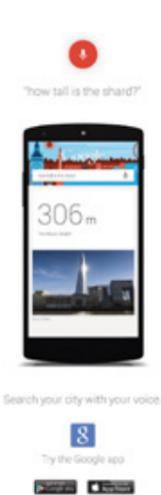
- Cities of the World  
Agency: Starcom MediaVest Group  
Brand: Heineken
- eCommerce Revival  
Agency: OMD  
Brand: Dockers
- Financial Times – Avatar  
Agency: Essence  
Brand: Financial Times
- MAGGI Diaries  
Agency: MEC  
Brand: MAGGI
- Pledge for a Healthier Generation  
Agency: MEC  
Brand: NIDO
- Take IT Easy  
Agency: MediaCom  
Brand: Dell

# BEST DIGITALLY INTEGRATED CAMPAIGN

## WINNER

Talk to Google

AGENCY: OMD BRAND: GOOGLE



OMD and Google set out to humanise search, focusing on Google App's voice-activated technology and proving the power of search beyond providing a list of websites or having users just uttering simple commands.

The big challenge was that most people had become accustomed to searching by typing keywords – they were not used to talking to an app and asking questions. Through testing, OMD knew that to change this habit, people would only re-evaluate how they searched if they were shown something compelling and personally relevant to them.

Rather than integrate digital activity into a multimedia campaign, OMD opted to 'behave digitally' through all touchpoints, from TV, OOH, radio and print to online display, video and mobile; adapting media owners' technologies to provide dynamic, relevant, timely and native messages.

For instance, people woke to breakfast radio where Google App



People would only re-evaluate how they searched if they were shown something compelling and personally relevant to them

provided real-time weather updates; newspapers and websites carried search examples tied into the context of the content; while voice searches specific to the time and place were served across digital OOH.

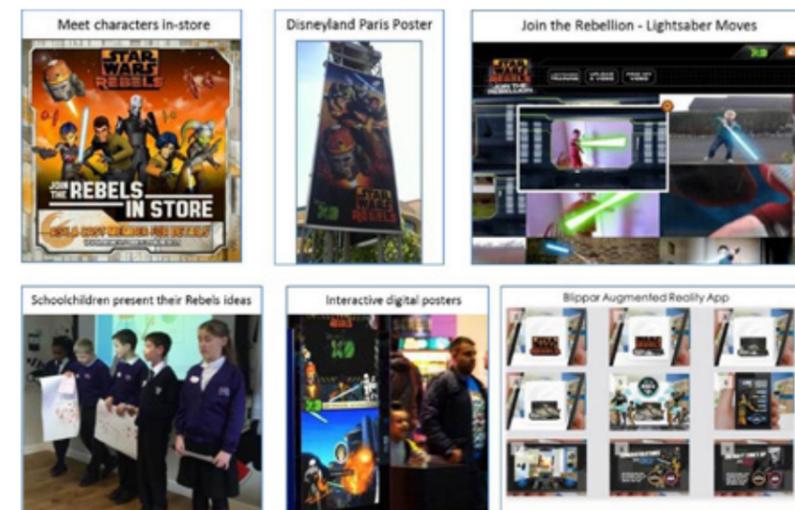
The campaign surpassed expectations. There was a 67% boost in app downloads during campaign bursts; a doubling in the volume of voice searches using Google App; while brand and message recall rocketed 75%.

# BEST TARGETED CAMPAIGN

## WINNER

Star Wars: Rebels Wanted

AGENCY: OMD BRAND: STAR WARS REBELS



While for many parents Star Wars is a celluloid phenomenon, their kids have generally not experienced the franchise. Disney sought to recapture the spirit surrounding the 1977 debut for TV series Star Wars Rebels.

OMD and Disney conducted face-to-face research in seven European countries and found that boys built their personal relationships through physical play and games.

Whilst digital would play a role, the solution was definitely not a typical social media campaign. The launch included a live premiere at Disneyland Paris, where characters from the series demonstrated lightsaber moves, with the demos extending to Disney stores.

OMD also targeted those who could not attend a live event, via a 'Wall of Rebellion' that invited people to send in videos of themselves doing Jedi moves. Cinemas carried touchscreen battle posters allowing friends to compete for prizes, while



OMD and Disney conducted face-to-face research and found that boys built their personal relationships through physical play and games

OMD developed augmented reality game apps for iPads.

All this resulted in more than 10 million kids in EMEA watching the first series of Star Wars Rebels. The Wall of Rebellion, meanwhile, resulted in thousands of submissions, 100,000 children watching the videos, 50,000 signing up to join 'Master the Force' online and 10,000 downloading the Blippar app. The interactive cinema posters were played 113,000 times in a fortnight.

## SHORTLISTED

- #allin  
Agency: We Are Social  
Brand: Adidas
- 100 Years of Hair: Gillette BODY Launch  
Agency: MediaCom  
Worldwide  
Brand: Gillette
- Bose #listenforyourself  
Agency: MediaCom  
Worldwide  
Brand: Bose
- Get it out of the way  
Agency: OMD  
Brand: Disease Awareness Campaign
- Pledge for a Healthier Generation  
Agency: MEC  
Brand: NIDO
- Sony Z3 Launch  
Agency: MediaCom  
Worldwide  
Brand: Sony Mobile Z3
- Talk to Google  
Agency: OMD  
Brand: Google
- UEFA Champions and Europa League Partnership  
Agency: OMD  
Brand: HTC

## SHORTLISTED

- Airbnb #NightAt  
Agency: Starcom MediaVest Group  
Brand: Airbnb
- How Hilton leveraged insights to encourage travellers to Be a Weekender  
Agency: OMD  
Brand: Hilton
- Street Art to Street Smart  
Agency: OMD  
Brand: Sony Pictures
- Take IT Easy  
Agency: MediaCom  
Brand: Dell
- Targeting Hay Fever Sufferers When They Need Us Most  
Agency: GroupM PRIMUS  
Brand: Benadryl/Livostin
- Travel & Surf  
Agency: MediaCom  
Worldwide  
Brand: Deutsche Telekom AG

# BEST ENTERTAINMENT PLATFORM

## WINNER

Penny the Pirate

AGENCY: OMD BRAND: OPSM



Opticians brand OPSM needed to overturn a mindset prevalent among parents of young children, one-in-four of whom have vision problems: that taking their kids to optometrists is not a priority. This perception was largely due to the notion that the lab coat and lens approach is over-scientific, complex and off-putting.

OPSM and OMD had to shift attitudes, inspire conversation and care among parents, screen more young eyes and boost consultation bookings with OPSM professionals.

With the help of the University of Melbourne and renowned illustrator Kevin Waldron, 'Penny the Pirate' was born, allowing OPSM to hide children's eye screenings behind visually and narratively compelling illustrations and type.

Working with bloggers, schools and parents to test the book, OMD acted like a publisher, honing the story ahead of a national launch via Yahoo7's 'Mouths of Mums' network.



OPSM and OMD needed to shift attitudes, inspire conversation and care among parents, screen more young eyes and boost bookings

Penny the Pirate was free to download as an app or to pick up in-store. Media spend spanned social, SEM, display and performance ads online, TV commercials, in-store displays and cinema ads.

OPSM is on track to screen more than 500,000 children and receive 125,000 appointments, an increase of 89%. The campaign drove nearly 50,000 engagements on social media in its first fortnight, and also spearheaded a 14% boost in sales.

# BEST CONTENT CREATION AWARD

## WINNER

#Touchthepickle

AGENCY: MEDIACOM BRAND: WHISPER ULTRA



Only 40% of women in India use sanitary napkins, while the subject of menstruation is not easily addressed – a taboo shrouded in outmoded, sexist notions of shame, meaning that young girls approaching their first periods are forced to rely on what they are told by their mothers.

MediaCom had to overcome cultural obstacles and drive trial of Whisper Ultra, a high-performance product that no one in India would talk about.

The agency and brand did so by subverting the notion of shame and called on menstruating women to 'Touch the Pickle', a reference to a myth that if a menstruating woman touches a pickle (as in a condiment), it will spoil.

#Touchthepickle became the rallying cry, encouraging women to buck convention and talk about menstruation, while MediaCom seeded content including video across social media, supported with conversation from opinion leaders.



MediaCom had to overcome cultural obstacles and drive trial of a high-performance product that no one in India would talk about

Anthropologists were also recruited to explain the origin of taboos, while the campaign's final stage seeded stories showing 'How Every girl with Whisper can be Unstoppable'.

Touch the Pickle helped Whisper Ultra achieve its highest-ever value share, with the video gleaning 1.9 million views. For brand owner Procter & Gamble, it was one of its most successful campaigns in the region, generating \$6.1m-worth of earned media coverage.

## SHORTLISTED

- Credit Suisse Corporate Branding  
Agency: Havas Media International  
Brand: Credit Suisse
- Face to Face with the Arsenal Family by Europcar  
Agency: Starcom MediaVest Group  
Brand: Europcar
- Flavour your way  
Agency: Starcom MediaVest Group  
Brand: Schwartz, Kamis, Ducros
- Flight for the future: Pioneers in risk  
Agency: A+E Networks  
Brand: Swiss Re Corporate Solutions
- Our Stage. Your Story.  
Agency: OMD  
Brand: Hilton
- Power of Sport  
Agency: MediaCom  
Brand: Shell
- See The Real Me  
Agency: J3  
Brand: Clean & Clear
- The Big Pick-Me Up  
Agency: MEC  
Brand: Nescafé Arabiana
- Travel & Surf  
Agency: MediaCom Worldwide  
Brand: Deutsche Telekom AG



# MMG

**A W A R D S 2 0 1 5**

**SEE YOU NEXT YEAR**

To get involved next time, contact

**[danielle.redwood@csquared.cc](mailto:danielle.redwood@csquared.cc)**