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WELCOME



The M&M Global Awards has long provided a fascinating glimpse into the cutting-edge work being carried out by the international media and marketing industry – and this year was no different.

Our thanks go to chair of the judges Ben Jankowski, senior vice president of global media at MasterCard, and his superb jury of experts. For nigh-on 12 hours, they pored over dozens of entries to this year's awards, uncovering innovations in all fields, from programmatic buying to virtual reality.

Many of the best entries – including Ariel India's Campaign of the Year-winning 'Removing the Stains of Social Inequality' – managed to combine traditional media with digital invention and a strong social purpose. Congratulations to all the winners. We hope you enjoy taking a closer look at this year's strongest entries.

Thanks to all M&M Global Awards 2016 partners, especially headline partner NBCUniversal, and to euronews, africanews and our judging-day host Yahoo.

Alex Brownsell, Editor, M&M Global

CONTENTS

3 Editor's Welcome	23 Best Targeted Campaign
5 Chairman's Introduction	24 Best Use of Content
6 Meet the Judges	25 Best Use of Social Media
8 Inside the Judging Room	26 Best Use of Video
11 Agency of the Year	27 B2B Campaign of the Year
13 Campaign of the Year	28 Best Creative Use of Technology
15 International Advertiser of the Year	29 Best International Growth Strategy
17 Media Brand of the Year	30 Best Multiplatform Campaign
18 B2B Campaign of the Year	31 Best Use of an Influencer
19 Best Communications Strategy	32 Innovative Use of a Publishing Platform
20 Best Engagement Strategy	33 The International Effectiveness Award
21 Best Local Execution of a Global Brand	34 Smart Use of Data Award
22 Best Partnership Award	35 The Talent Award



CHAIRMAN'S INTRODUCTION

Ben Jankowski, senior vice president, global media at MasterCard, offers words of advice for entrants



All of our challenges are the same challenges. How do I use technology? How do I engage consumers? How do I find ways to measure success?

We have evolved as an industry. As we have more data, more technology and more information, our ability to see results is getting better. All those trends that we talk about – technology, content, measurement – come out in results, and we see better awards. If we compare this with the shortlist from 10 years ago, you would probably have a very different look.

If you are entering awards, think about your entry. There were some videos that weren't customised, and they suffered. If you are entering a category that is about the best use of data, and then also for best use of social, it is hard to have that same piece of film work for both of those entries. The guys from 'Explore Canada' produced four unique films, which helped them in each category they entered.

Be really focused. Obviously it has to have a great idea; think about the video as well, and your audience too. Try to make it engaging. Focus on the results, and the category you are entering.

It is inspiring to see the work. All of our challenges are the same challenges. How do I use technology? How do I engage consumers? How do I find ways to measure success? Seeing all these things gives me ideas to go back home and apply. ■

Ben Jankowski, senior vice president, global media, MasterCard

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MEET THE JUDGES

Here are the 20 judges who helped pick the best campaigns and agencies from this year's awards entries



 Click to watch the judging highlights

- 1

Jeremy Clark
Managing director,
EMEA, [MEC Wavemaker](#)
- 2

Katalin Spielmann
Media management lead IMC
EMEA,
[Johnson&Johnson](#)
- 3

Toby Hack
Chief executive officer,
[PHD International](#)
- 4

Henry Clifford-Jones
Director of marketing solutions
UK, DE and ES,
[LinkedIn](#)
- 5

Stéphane Rydlewski
Brand and communications –
creative, media and production
manager,
[Toyota Europe](#)
- 6

Hannah Mirza
Global head of media
partnerships,
[MediaCom](#)
- 7

James Sallows
Chief insights officer EMEA,
[IPG Mediabrands](#)
- 8

Nick Hugh
Vice president EMEA,
[Yahoo!](#)
- 9

Chris Carmichael
Independent media and
marketing consultant and
Emeritus Chair
- 10

Mike Dando
Head of marketing UK and Ireland,
[Epson UK](#)
- 11

Dominic Chambers
Global head of digital marketing,
[Jaguar Land Rover](#)
- 12

Ben Jankowski
CHAIR OF THE JURY
Senior vice president,
global media,
[MasterCard](#)
- 13

Noam Korin
Vice president brand partnership
and advertising sales,
[playbuzz](#)
- 14

Lee Moran
Managing partner,
[OMD International](#)
- 15

Charlie Gower
Head of insight and research,
[Hiscox](#)
- 16

Henric Ehrenblad
Founder,
[Widespace](#)
- 17

Malcolm Russell
Director of strategy EMEA and
APAC,
[MediaVest](#)
- 18

Mobbie Nazir
Chief strategy officer,
[We Are Social](#)
- 19

Dan Calladine
Head of media futures,
[Carat Global](#)
- 20

Ukonwa Ojo
Senior global director for Knorr
Masterbrand Savoury Category,
[Unilever](#)

INSIDE THE JUDGING ROOM

The media industry never stands still, and neither can the M&M Global Awards

This year saw the introduction of a host of new categories, to ensure that the awards accurately reflects the incredible work being carried out by media and marketing organisations.

We wanted to celebrate the latest innovations in technology and social media with categories such as Best Use Of An Influencer, Best Creative Use Of Technology and Innovative Use Of A Publishing Platform, and shine a light on new approaches to recruiting and nurturing employees with The Talent Award.

The 2016 judging team – ably led by MasterCard's senior vice president, global media, Ben Jankowski – were tasked with assessing seven new categories, along with 11 carried over from previous award shows. A long day beckoned, thankfully helped by a constant stream of coffee and snacks provided by our hosts at Yahoo.

THAT'S ENTERTAINMENT

While most client verticals were represented across the shortlist, it soon became clear that the entertainment industry had performed particularly well.

OMD's campaign for *Star Wars: The Force Awakens* won Best Targeted Campaign with a natty titled submission 'The Force is strong and excellent at targeting campaigns!'; while activity to promote disaster movie *San Andreas* and Netflix TV show *Narcos* was also popular.

Judges considered Hollywood tie-ins with *The Avengers* (OMD's 'Avenger's



Click to watch awards judge Ukonwa Ojo of Unilever discuss this year's campaign entries



By tapping into consumers' passion for movies, TV shows and sports, advertisers were able to impress the judges with multi-layered and highly targeted campaigns

Hero Up'), *Spectre* (OMD's 'The name's chat, Snapchat') and *Deadpool* (Viacom Velocity International's 'MTV Deadpool Takeover'), and plenty of soccer-themed submissions, including FOX Networks Group's '#18toWin' social media campaign to mark the return of Germany's Bundesliga competition.

By tapping into consumers' passion for movies, TV shows and sports, advertisers were able to impress the judges with multi-layered and highly targeted campaigns – something other verticals can learn from.

Many of the winning campaigns were able to display a victorious use of a new or nascent technology. As one might expect, online video and social platforms featured prominently in the majority of entries – though the judges were keen to stress the



Click to watch judge Dominic Chambers of Jaguar give his take on the 2016 shortlist



difference between less-relevant social metrics and all-important real-world business results.

Programmatic trading itself may not be a shiny new toy for marketers to play with, but the jury were nonetheless full of praise for HTC's personalised approach to its 'M9 One Launch' campaign, which received a Highly Commended in The Smart Use of Data Award.

The Taiwanese handset-maker also won over the judges – and took away the Best Partnership Award – for its activity to launch its HTC Vive headset, melding virtual reality technology with traditional experiential marketing techniques for its 'Virtually Dead' zombie-hunting concept.

DOING GOOD

The number of campaigns related to video games and gaming activity was very much on the rise, not least with Deutsche Telekom and MediaCom's ambitious 'Sea Hero Quest', a video game which aims to generate data for scientists trying to better understand dementia. The campaign came out top in the Best Creative Use of Technology category.



Many of the winning campaigns were able to display a victorious use of a new or nascent technology. Online video and social platforms featured prominently

Of course, doing a good deed always helps in the eyes of judges. Just as hearts were warmed by the tribute paid by *San Andreas* actor Dwayne Johnson to Latin America's real-life emergency services heroes, the jury members were also approving of Procter & Gamble and Starcom's efforts to propagate positive female role models with their 'Girl Emojis' campaign for Always.

Advertisers would do well to consider incorporating a public service element to future submissions, it would seem.

The judges were keen to see submissions breaking new ground, and richly rewarded those they believed were pushing the boundaries. Take Hilton Worldwide's 'Stop Clicking Around' campaign, by OMD, which helped the hotel chain to win direct business from online aggregators and was rewarded with a Highly Commended in the Best Multiplatform Campaign category.

P&G's Head & Shoulders also drew a few smiles from its claim to have sought out the ultimate campaign partner in God, with its distribution of Passover kits in synagogues. The campaign, '100% Kosher Head & Shoulders', triumphed in the Best Local Execution of a Global Brand category.

A CLEAN WINNER

However, the most successful submission – rewarded with the title of Campaign of the Year – was a marketing initiative that combined many of the above factors, including a use of social media and influencers, and a determination to contribute to society.

P&G's Ariel set about to try to change the ingrained perception that men in India, Pakistan, Bangladesh and Sri Lanka need not contribute to household chores, including washing laundry. The submission, entitled 'Removing the Stains of Social Inequality', revealed how the brand and its agency MediaCom had enlisted influencers to spread the message that men should 'Share The Load'.

The repeat viewing of an awards submission can sometimes dampen the enthusiasm of judges in the room, especially on a long day, but time and again Ariel's work proved the most popular in the voting. It ended up securing the prizes for Best Use of Content, B2C Campaign of the Year, Best Multiplatform Campaign and The International Effectiveness Award. **MMG**

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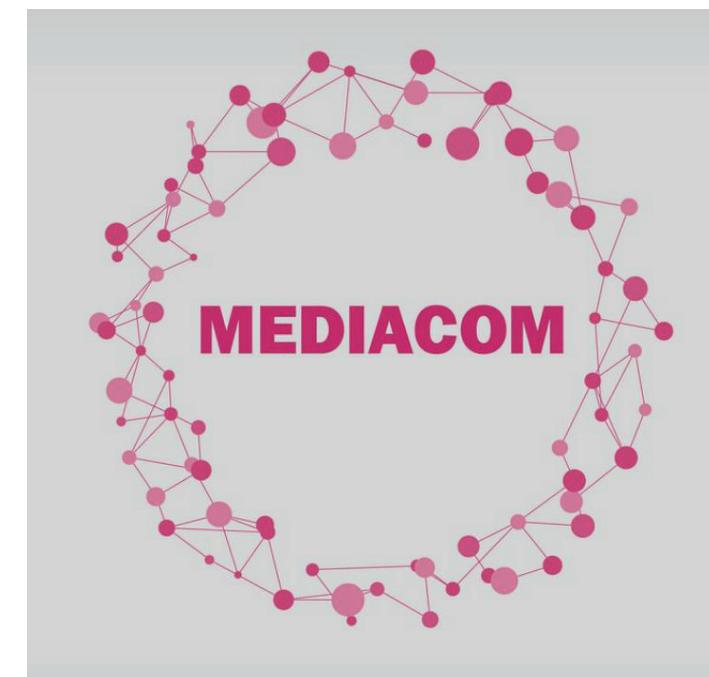
AGENCY OF THE YEAR

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WINNER MediaCom



For a second year in a row, GroupM's MediaCom has scooped the top agency spot at the M&M Global Awards, having wiped the floor across a range of categories, covering local execution, content, social media and multiplatform, influencers, effectiveness and use of publishing platforms.

The past year has seen the global media agency win several key proposals, including the Mars media pitch in Latin America and Sony's \$2.5bn media business. MediaCom is taking steps into emotion measurement in its work with Realeyes, incorporating the facility into content testing and media planning for smarter, data-driven creativity.

The agency has also recently partnered with renowned Dutch social psychologist Geert Hofstede to launch a new study entitled 'Cultural Connections', investigating how different cultures and countries respond to content and media. Its commended work with Deutsche Telekom's Sea Hero Quest has been widely recognised for contributing to dementia research, with community disparity put into focus by Campaign of the Year winner Ariel's 'Removing the Stains of Social Inequality'.

Leading the nominations at this year's Festival of Media Global, as well as the forthcoming Festival of Media Latin America, it looks like MediaCom's winning streak shows no signs of slowing any time soon.



The agency has won several key proposals, including the Mars media pitch in Latin America and Sony's \$2.5bn media business

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CAMPAIGN OF THE YEAR

WINNER Removing the Stains of Social Inequality

AGENCY MEDIACOM **BRAND** ARIEL



This campaign swept the board at the awards by flipping the Indian Subcontinent's traditions on their head. Ariel Matic's launch was a daunting task as it faced stiff competition from over 30 rival brands and an uninterested target market.

The piece of insight – "Why can't men do the washing?" – was startlingly simple but extremely bold. On the Indian Subcontinent, which includes India, Pakistan, Bangladesh and Sri Lanka, washing is viewed as women's work, even if they are a chief executive.

In order to alter attitudes, a Nielsen survey was commissioned that revealed 85% of women on the Subcontinent felt they had two jobs – one at work

and one at home. News channels hotly debated the survey, and at the same time Ariel enlisted influencers to demand men 'Share The Load'.

Top clothing brands including American Crew created clothing tags saying "This fabric can be washed by both men and women"; dating sites included 'sharing the load' as part of a woman's selection criteria; and a video was created showing a father regretting being a poor role model to his daughter by not helping around the home.

The video was viewed more than 50 million times in 50 days. It generated \$11m worth of earned media, which helped sales grow by 75% year-on-year, which was double the target.



This campaign swept the board at the M&M Global Awards by flipping the Indian Subcontinent's traditions on their head

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INTERNATIONAL ADVERTISER OF THE YEAR

WINNER Unilever

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ALSO SHORTLISTED

- Adidas
- Diageo
- Emirates
- IKEA
- Procter & Gamble
- Samsung
- Yum Brands



Anglo-Dutch consumer goods company Unilever has stood out in 2016. The business has shown strong international business performance, while proving itself as a marketing and media innovator.

Despite dark clouds looming on the global economic horizon, Unilever has reported half-year profits up 2% year-on-year, proving that it is ready to weather the storm of "tougher market conditions" foretold by chief executive officer Paul Polman.

Founded in 1930 by a Dutch margarine producer and a British soapmaker, the multinational now owns more than 400 brands with over £53.3bn of turnover in 2015.

Focusing on achieving social good, the FMCG giant has recently rolled out a film entitled 'So Long Old World' to promote its 'Bright Future' campaign in the UK, Brazil, South Africa and Indonesia as part of its sustainability programme, now in its sixth year.

The commitment to making sustainable living commonplace is reflected in the Unilever logo, which has 25 icons to represent some aspects of the effort made for this ambition.

The Unilever Foundry programme has demonstrated its investment in the start-up community, and it is making waves in the diversity debate with its campaign to end gender typecasting, #unstereotype, while an impressive 45% of its managers are female.



The commitment to sustainable living is reflected in the logo, which has 25 icons to represent the effort made for this ambition

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John Rudaizky

Global Brand & Marketing Leader EY



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MEDIA BRAND OF THE YEAR

WINNER Viacom International Media Networks



ALSO SHORTLISTED

- Facebook
- Google
- New York Times
- Sky
- Snapchat
- The Economist
- VICE

So far, 2016 has been a busy year for global mass media colossus Viacom International, which has been constantly evolving its emphasis on linear TV to embrace mobile, desktop, social and events – not to mention experiential hotels, theme parks and shops.

The broadcaster created a new London-based international sales team, Viacom Velocity, with a platform-agnostic approach to challenge the way clients and agencies view its brands, which went on to become the external sales representative for Snapchat's owned and controlled advertising sales inventory as part of a multiyear partnership deal with the multimedia messaging app.

Two new MTV Snapchat channels were created in the partnership to complement existing content, as well as Viacom launching a suite of branded mobile TV apps in 180 countries globally, offering video-on-demand as well as live streams of local channels.

The company also launched the first direct-to-consumer VOD platform to connect screens, BET Play.

As a result of the constant innovation, revenues were up 25%, with media networks reaching approximately 700 million subscribers in 160 countries. Viacom Media Networks boasts the largest portfolio of ad-supported cable networks in the United States in terms of audience share.

Viacom International also launched the first direct-to-consumer VOD platform to connect screens, BET Play

B2B CAMPAIGN OF THE YEAR

WINNER Lucy the Robot

AGENCY ATOMIC 212 **BRAND** DOUBLE ROBOTICS

Double Robotics wished to introduce its telepresence robot – a remote-controlled, wheeled device with video chat capabilities – into the Australian market.

Awareness of the brand was essentially nil, but this was turned into an advantage by tapping into the lack of preconceptions around the device.

Atomic 212's campaign, 'Lucy the Robot', piggy-backed the launch event for the iPhone 6s to target young technology adopters who worked in office environments.

A humanoid robot, controlled by a woman called Lucy Kelly from her home and office, was placed outside the Apple store in Sydney ahead of the release of the iPhone 6s. The robot stood in torrential weather for days and interacted with others in the queue, the media and onlookers.

With Sydney being the first Apple store to release the iPhone globally, the robot was the first to buy it. Thus a 'Robot buys first iPhone 6s in the world' story was created.

Hype was used to generate additional media coverage at business titles about the device's capabilities, and a microsite helped funnel sales leads.

Brand recall and favourability jumped 780% and 1,200% respectively; a budget of \$15,000 generated \$44.8m in sales opportunities.



ALSO SHORTLISTED

- **Accenture Strategy**
Brand: Accenture
- **Big Ambition: The Source Brand Re-Launch**
Agency: Havas Media International
Brand: Source ETF
- **Bitdefender by WSJ. Custom Studios**
Brand: Bitdefender
- **HPE: Accelerating progress through technology**
Agency: OMD
Brand: Hewlett Packard Enterprise
- **Work Can Work Better**
Agency: MEC Global Solutions
Brand: Xerox

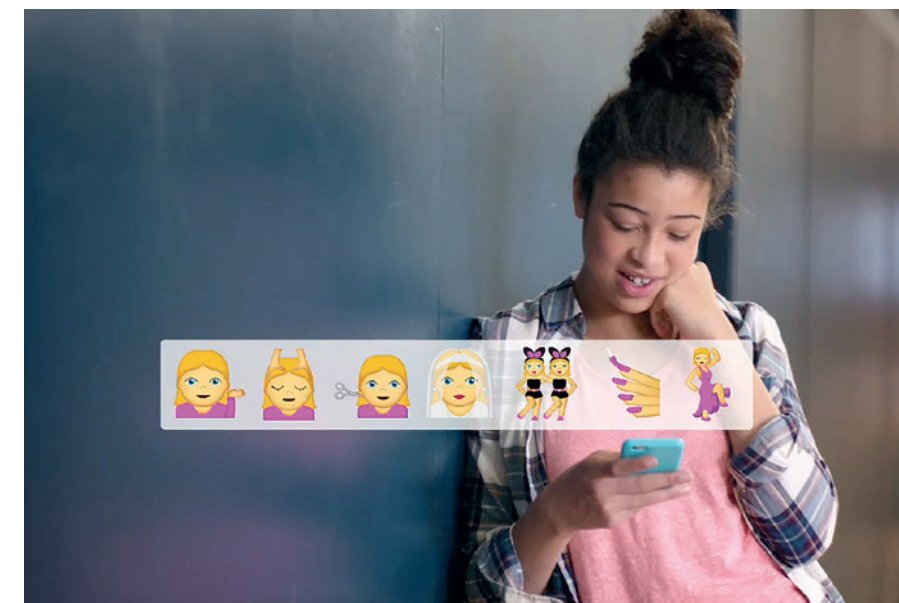


The robot stood in torrential weather for days and interacted with others in the Apple store queue, the media and onlookers

BEST COMMUNICATIONS STRATEGY

WINNER Girl Emojis

AGENCY STARCOM **BRAND** ALWAYS



Starcom was tasked with extending Always' #LikeAGirl campaign and decided to challenge the stereotypes of girls, which can hurt their confidence.

The overarching #LikeAGirl campaign addresses the drop in confidence girls experience during puberty. Research found the target audience – girls and women aged between 10 and 24 – were stereotyped in the language they use most: emojis.

Emojis were a subtle representation of society's bias because the research revealed that female emojis depict only princesses and beauty themes.

A social media campaign rallied girls from all over the world to demand

new, non-stereotypical emojis. As ideas were submitted, Starcom helped Always respond in real time with emojis created for each suggestion.

A video was seeded across all social platforms, supported by a PR push among influencers on YouTube and Twitter. This led to Michelle Obama partnering with the campaign for her Let Girls Learn initiative.

The video received more than 48 million views and became the number-one ad on YouTube for March 2016.

Alongside winning the support of the US First Lady, the campaign was also backed by actress and activist Emma Watson and the media mogul Arianna Huffington.

HIGHLY COMMENDED



- **Watch It: The Classic Disney Villains Have Evil Kids!**
Agency: OMD
Brand: Disney Descendants
- **Love At First Taste**
Agency: PHD Worldwide
Brand: Knorr

ALSO SHORTLISTED

- **#LiveFearless**
Agency: Zenith
Brand: Nana
- **Free to Roam**
Agency: MEC Global Solutions
Brand: Vodafone
- **Sea Hero Quest**
Agency: MediaCom
Brand: Deutsche Telekom A.G.
- **Why just see a campaign when you can feel it!**
Agency: OMD
Brand: Inside Out

BEST ENGAGEMENT STRATEGY

WINNER Lo Kar Lo Baat

AGENCY PHD **BRAND** ACTIVE WHEEL



After a drop in sales, Unilever's Active Wheel detergent brand sought to reconnect with Indian housewives last year with the message the product had changed formulation.

In rural India, men are increasingly moving away from home to larger cities to secure work and earn money for their families, which means there are now 4.2 million married Indian couples living apart.

Active Wheel and PHD saw an opportunity to support long-distance romance by helping Indian couples keep in touch. The entire media budget was spent on creating and funding 'Lo Kar Lo Baat' – a mobile phone service offering couples a free

three-minute phone call that did not use up their phone credits.

Packaging included a free-to-dial phone number, and the process did not require registration or code redemption, which meant the caller did not even have to buy the product. While they were waiting for the call to connect, a 30-second ad promoting Active Wheel's new formulation would play on both ends of the call.

The service continues to receive 200,000 calls per day despite only being advertised on packs for the three months to July 2015. The activity has connected eight million Indian couples and led to a 145% increase in top-of-mind brand awareness and 14.5% growth in sales volume.

ALSO SHORTLISTED

- **Call of Duty – Sharecasting**
Agency: MEC Global Solutions
- **Digitalisation Now!**
Agency: OMD
Brand: Cisco
- **Love At First Taste**
Agency: PHD Worldwide
Brand: Knorr
- **San Andreas**
Agency: MediaCom
- **Sea Hero Quest**
Agency: MediaCom
Brand: Deutsche Telekom A.G.
- **The FT's Great Paywall Pause**
Agency: Essence
Brand: Financial Times
- **Virtually Dead**
Agency: OMD
Brand: HTC Vive



While they were waiting for the call to connect, a 30-second ad promoting Active Wheel's new formulation would play on both ends of the call

BEST LOCAL EXECUTION OF A GLOBAL BRAND

WINNER 100% Kosher Head & Shoulders

AGENCY MEDIACOM **BRAND** HEAD & SHOULDERS



Half of Israelis suffer from dandruff but many will not do anything about it because their friends are too embarrassed to tell them.

Head & Shoulders' solution was to develop a self-test kit – a black strip that could be held to the scalp for a few seconds to see how much dandruff it picks up.

To ensure the kit was not ignored through a traditional campaign, Head & Shoulders turned to an unlikely source for inspiration – the Jewish holiday of Passover.

Passover is a time of introspection and cleaning. It commemorates when the Pharaoh freed the Israelites, and

they left in such a hurry they did not wait for bread dough to rise.

No bread is eaten during Passover and tradition dictates a formal search of the house is undertaken by candlelight for bread crumbs.

Head & Shoulders bought the entire national stock of Passover kits, which includes a candle, feather and dustpan, and branded the kits with its logos and added the testing strips.

It marked the first time a branded product had been distributed in synagogues. Activity earned \$130,000 worth of media coverage and 250,000 Passover kits were distributed, which led to Head & Shoulders growing market share 35% year-on-year.

HIGHLY COMMENDED



- **Sunday Grannies**
Agency: UM
Brand: Vodafone

ALSO SHORTLISTED

- **#wimblewatch**
Agency: MEC
Brand: evian
- **Being Bryce Harper: A Virtual Reality Experience**
Agency: OMD
Brand: Gatorade
- **Dream Goal**
Agency: Vizeum
Brand: Budweiser
- **How we used programmatic to develop content and reach Millennials**
Agency: UM
Brand: KFC
- **London Community Noticeboard**
Agency: OMD
Brand: Google
- **Pepsi + EMPIRE Partnership**
Agency: OMD
Brand: TM Pepsi
- **Red Cups: Let The Season Begin**
Agency: OMD
Brand: Red Cups
- **The Awesome Job You Can't Apply For**
Agency: SapientNitro
Brand: Grant's Whisky

BEST PARTNERSHIP AWARD

WINNER Virtually Dead

AGENCY OMD **BRAND** HTC VIVE



OMD was tasked with helping launch the HTC Vive virtual reality headset in a highly competitive market and with higher costs than the competition. Outside of the tech community the demand to buy a virtual reality headset is relatively low because online demo videos are not enough to stimulate interest.

However, HTC knew that when people experienced the virtual reality experience first-hand then sales were likely to follow. HTC and OMD partnered with Noma Labs, which specialises in engaging young influencers, to create a 'Virtually Dead' zombie apocalypse experience.

Noma Labs pushed six teaser videos

re-targeting the same audience with different edits of the experience via Facebook and in-app promotions through its Dojo app. HTC hosted 900 shows over a three-week period and sold £300,000 worth of tickets to the hard-to-reach millennial generation.

On the day of the shows, participants were picked up by an army truck and taken to the venue, which was in a secret location in East London. The shows, which drew inspiration from experiential theatre, were an hour long and featured a cast of 35 actors and 13 minutes of virtual reality.

The strategy resulted in 15 million video views, 9,553 trials of the headsets and over £1m in PR value.

ALSO SHORTLISTED

- **#18toWin**
Agency: FOX Networks Group
Brand: Bundesliga
- **A Monster Deal – Hotel Transylvania 2 & Goosebumps**
Agency: OMD
Brand: Sony
- **Can a burger sell a truck?**
Agency: Initiative Media Middle East
Brand: Chevrolet
- **Conversation through provocation – Provocation goes mobile**
Agency: Vizeum
Brand: Calvin Klein
- **MTV Deadpool Takeover**
Agency: Viacom Velocity International
- **PC Does Whaaat?!**
Agency: OMD
Brand: Dell, HP, Intel, Lenovo, Microsoft
- **Sea Hero Quest**
Agency: MediaCom
Brand: Deutsche Telekom A.G.

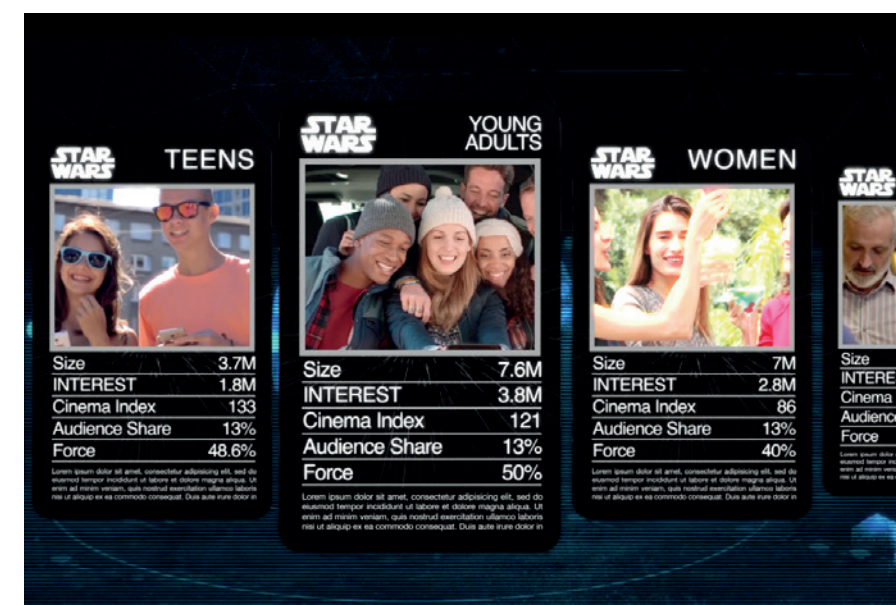


HTC hosted 900 shows over a three-week period and sold £300,000 worth of tickets to the hard-to-reach millennial generation

BEST TARGETED CAMPAIGN

WINNER The Force is strong and excellent at targeting campaigns!

AGENCY OMD **BRAND** STAR WARS: THE FORCE AWAKENS



The return of Star Wars to movie screens was always going to be a huge cinematic event, but the pressure was on to fulfil Disney's goal of making it the highest-grossing film of 2015. Attention was turned on what Disney defined as the 'non-fan' audiences to help achieve this ambitious aim.

OMD identified four 'challenge' audiences, which included kids aged between six and 12, teens and young adults, those aged over 55, and 'disengaged' females.

The latter were targeted through a Star Wars-themed fashion show in London and Paris, brand partnerships with Max Factor, and Star Wars cover features across women's titles.

Over 55s were targeted through content partnerships including an editorial-led takeover of the Telegraph website in the UK. Youngsters were targeted through activity including a Facebook campaign inviting superfans of the franchise to invite friends to the cinema with them.

The Facebook activity alone achieved 9.5 million engagements in seven markets, viewing metrics for over-55s were significantly higher than market benchmarks and 'disengaged' females made up at least 40% of the general audience in the opening week.

The movie became EMEA's highest-grossing title in 2015 and the biggest film of all time in a third of Disney's European markets.

HIGHLY COMMENDED



- **Avenger's Hero Up**
Agency: OMD
Brand: Marvel's Avengers

ALSO SHORTLISTED

- **#BackToLife with Panadol Cold + Flu**
Agency: MediaCom
Brand: Panadol Cold + Flu
- **Nissan #GetMilanExcited UCL 360**
Agency: OMD
Brand: Nissan
- **Scuderia Ferrari Uncovered**
Agency: MediaCom
Brand: Shell Motorsports



Four 'challenge' audiences were kids aged between six and 12, teens and young adults, those aged over 55, and 'disengaged' females

BEST USE OF CONTENT

WINNER Removing the Stains of Social Inequality

AGENCY MEDIACOM **BRAND** ARIEL



This campaign swept the board at the awards by flipping the Indian Subcontinent's traditions on their head. Ariel Matic's launch was a daunting task as it faced stiff competition from over 30 rival brands and an uninterested target market.

The piece of insight – “Why can't men do the washing?” – was startlingly simple but extremely bold. On the Indian Subcontinent, which includes India, Pakistan, Bangladesh and Sri Lanka, washing is viewed as women's work, even if they are a chief executive.

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and one at home. News channels hotly debated the survey, and at the same time Ariel enlisted influencers to demand men 'Share The Load'.

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The video was viewed more than 50 million times in 50 days. It generated \$11m worth of earned media, which helped sales grow by 75% year-on-year, which was double the target.

HIGHLY COMMENDED



- **Narcos Cocainomics**
Agency: MEC Global Solutions
Brand: Narcos

ALSO SHORTLISTED

- **#LiveFearless**
Agency: Zenith
Brand: Nana
- **Explore Canada**
Agency: OMD
Brand: Destination Canada
- **Girl Emojis**
Agency: Starcom
Brand: Always
- **San Andreas**
Agency: MediaCom
- **Sea Hero Quest**
Agency: MediaCom
Brand: Deutsche Telekom A.G.



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BEST USE OF SOCIAL MEDIA

WINNER VW Trailer Assist

AGENCY MEDIACOM **BRAND** VOLKSWAGEN



Volkswagen's brand took a battering from the diesel emissions scandal and, as a result, the car marque faced a tough task improving perceptions.

When marketing the new Passat, the challenge of communicating its innovation was made more difficult because its design did not indicate it was a completely new car.

The car's target audience was men with a family who might need to attach a trailer. MediaCom set about laying the groundwork for a viral video that would demonstrate the car's ability to reverse easily with a trailer attached.

Rather than focusing paid digital media at the car's target demographic of men

over 40 it was instead directed at young men who were likelier to be the car buyer's younger colleagues or children and expected to share the ad more.

Television activity was run at the end of the campaign to encourage as many organic views as possible.

Creative included a stunt where a car reversed at high speed through some ordinary roads with members of the public on. The attached 'trailer' was in fact a disguised stripped-down car driven by stuntmen, and the making-of video was also shared on social media.

More than 55 million people were reached on Facebook by the campaign, and Volkswagen says all 2.4 million YouTube views were organic.

HIGHLY COMMENDED



- **#18toWin**
Agency: FOX Networks Group
Brand: Bundesliga

ALSO SHORTLISTED

- **#ChampionsSofa**
Agency: MediaCom
Brand: Xperia
- **#helloworldrelay**
Agency: OMD
Brand: helloworld
- **Girl Emojis**
Agency: Starcom
Brand: Always
- **Lucy the Robot**
Agency: Atomic 212
Brand: Double Robotics
- **There Will Be Haters**
Agency: Mediavest Spark
Brand: Adidas

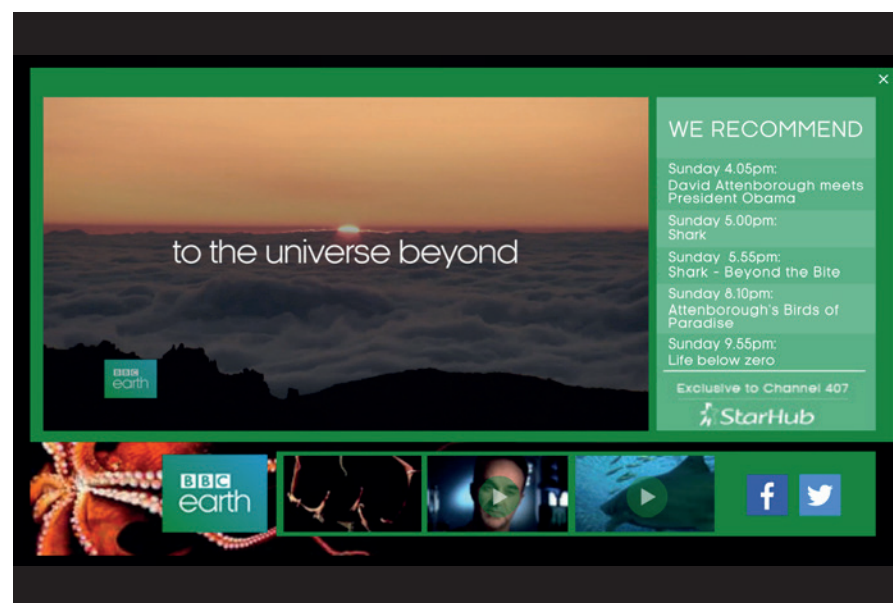


Creative included a stunt where a car reversed at high speed through some ordinary roads

BEST USE OF VIDEO

WINNER More Than TV – Delivering content in context

AGENCY VIZEUM **BRAND** BBC EARTH



BBC Earth wanted to claim top spot and leapfrog established rivals including National Geographic, the History Channel and Discovery when it launched in the cluttered market of factual channels.

To target potential viewers with the maximum relevance and minimum waste it tore up the traditional model of launching with a single big trailer. Instead, 162 videos were created and split into three categories depending on the target user's emotional state.

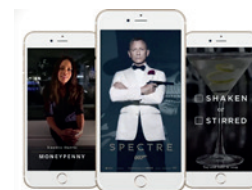
These were defined as: "When they wanted to escape, when they wanted to connect, and when they wanted to learn and discover." Vizeum used its ECCE (emotional content connection

engine) technology to ascertain the emotional state of the user by analysing 21 data categories such as social and dark social data, location, content behaviour and site usage.

For instance, the engine could tell when the user was in discovery mode if engaged in information-heavy contexts such as searching for longer-form content on YouTube. They were then fed a video such as BBC's Brian Cox explaining the universe because they were more likely to engage with and share science and knowledge.

After only three months, BBC Earth became the top factual channel in Asia, according to Kantar Media. The 162 videos were viewed more than 5.8 million times – 36,000 views per video.

HIGHLY COMMENDED



- **The name's chat, Snapchat**
Agency: OMD
Brand: Sony

ALSO SHORTLISTED

- **All for You: How Mr Porter won the Holiday Season**
Agency: Havas Media International
Brand: Mr Porter
- **Explore Canada**
Agency: OMD
Brand: Destination Canada
- **Love At First Taste**
Agency: PHD Worldwide
Brand: Knorr
- **MAGGI Diaries – A Journey of Women, Food & Change**
Agency: MEC
Brand: MAGGI



Vizeum used its emotional content connection engine technology to ascertain the emotional state of the user

B2C CAMPAIGN OF THE YEAR

WINNER Removing the Stains of Social Inequality

AGENCY MEDIACOM **BRAND** ARIEL



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The piece of insight – "Why can't men do the washing?" – was startlingly simple but extremely bold. On the Indian Subcontinent, which includes India, Pakistan, Bangladesh and Sri Lanka, washing is viewed as women's work, even if they are a chief executive.

In order to alter attitudes, a Nielsen survey was commissioned that revealed 85% of women on the Subcontinent felt they had two jobs – one at work

and one at home. News channels hotly debated the survey, and at the same time Ariel enlisted influencers to demand men 'Share The Load'.

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The video was viewed more than 50 million times in 50 days. It generated \$11m worth of earned media, which helped sales grow by 75% year-on-year, which was double the target.

HIGHLY COMMENDED



- **Lo Kar Lo Baat**
Agency: PHD
Brand: Active Wheel

ALSO SHORTLISTED

- **100% dandruff free with the H&S self-test strip**
Agency: MediaCom
Brand: Head & Shoulders
- **Girl Emojis**
Agency: Starcom
Brand: Always
- **Lucy the Robot**
Agency: Atomic 212
Brand: Double Robotics
- **San Andreas**
Agency: MediaCom

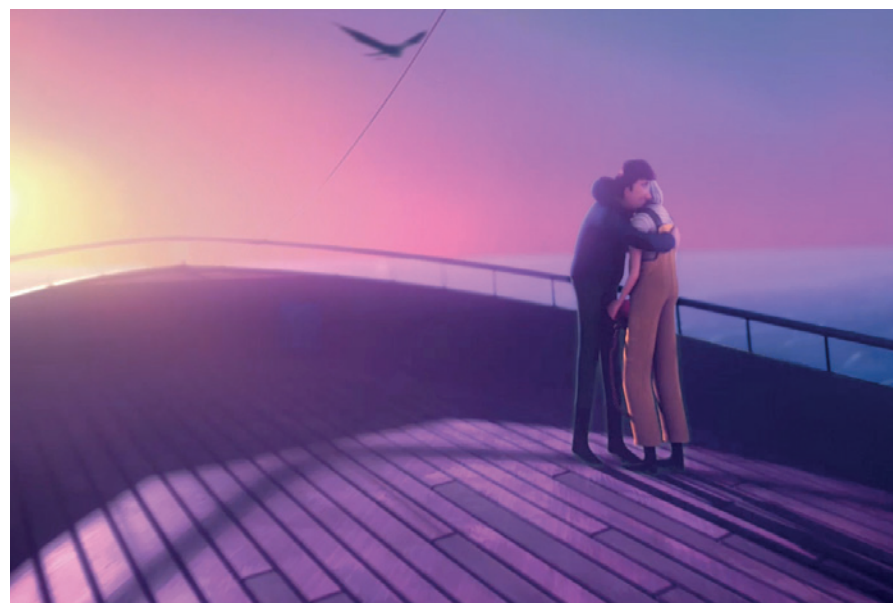


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BEST CREATIVE USE OF TECHNOLOGY

WINNER Sea Hero Quest

AGENCY MEDIACOM **BRAND** DEUTSCHE TELEKOM A.G.



Deutsche Telekom turned its core belief that 'Life is for sharing' into an innovative way of boosting the understanding of dementia.

One of the side effects of dementia is memory loss, and the condition is set to be the next global health crisis and could affect as many as 135 million people by 2050.

Despite the threat it poses, scientists have little understanding of the condition. One of the early symptoms of dementia is loss of spatial awareness. Deutsche Telekom has created a mobile game to record the navigational skills of players around the world in order to bolster scientists' research.

The game features a tale of a son on a quest to recover his father's sea-exploring memories, and players agree that data gathered from the game can be shared with scientists anonymously. MediaCom worked with gamer PewDiePie, who has more than 43 million YouTube followers, to create a content strategy to drive awareness of the game.

Content includes an animated film that tells the story of the game's ageing explorer, while 'forgotten password' pages and 'page not found' messages have also been used to raise awareness. Three and a half weeks after launch, the game had been played for a total of 24 years, with each two minutes of gameplay equal to five hours of traditional research.

HIGHLY COMMENDED



- **Lo Kar Lo Baat**
Agency: PHD
Brand: Active Wheel

ALSO SHORTLISTED

- **Joy Comes Out of the Blue**
Agency: MEC Global Solutions
Brand: Tiffany
- **Lucy the Robot**
Agency: Atomic 212
Brand: Double Robotics
- **Sharing Data Drives 1 Million New Subscribers For Iffix In Less Than 6 Months!**
Agency: RadiumOne
Brand: iflix
- **The FT's Great Paywall Pause**
Agency: Essence
Brand: Financial Times
- **The Revenant**
Agency: Yahoo EMEA
Brand: Vizeum International and 20th Century Fox
- **Virtually Dead**
Agency: OMD
Brand: HTC Vive

BEST INTERNATIONAL GROWTH STRATEGY

WINNER Explore Canada

AGENCY OMD **AGENCY** DESTINATION CANADA



Over six million European travellers are considering Canada as a destination, but the country's tourism body wanted to change itself from a 'might visit someday' place to a 'go there next' one.

Research found people are turning away from traditional media when choosing holidays in favour of more personalised, trusted sources, including friends and influencers.

Destination Canada created 500 pieces of content across passion points and locations, without branding – to make it appear authentic.

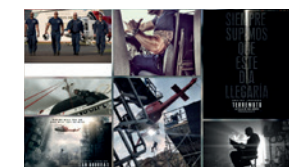
Video content with high-profile YouTubers was created on location in

Canada, which included a UK chef and vlogger visiting the best seafood restaurant in Newfoundland. Content was also hosted natively on websites potential travellers frequent, including Instagram and The Guardian.

Once viewers had engaged with multiple pieces of unbranded content, they were targeted with a more traditional paid media message suggesting they contact a tourism office to book a trip to Canada.

There were more than 30 million video views (six million organic), and the brand's Instagram followers doubled to 500,000. More than 190,000 content viewers booked a trip, and interest and consideration for Canada holidays increased in all markets.

HIGHLY COMMENDED



- **San Andreas**
Agency: MediaCom

ALSO SHORTLISTED

- **Free to Roam**
Agency: MEC Global Solutions
Brand: Vodafone
- **Infiniti EMEA Q30 Launch**
Agency: OMD
Brand: Q30
- **Johnnie Walker Blue Label – Driving growth in 11 minutes**
Agency: PHD Singapore
Brand: Johnnie Walker Blue Label
- **Lucy the Robot**
Agency: Atomic 212
Brand: Double Robotics

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BEST MULTIPLATFORM CAMPAIGN

WINNER Removing the Stains of Social Inequality

AGENCY MEDIACOM **BRAND** ARIEL



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The video was viewed more than 50 million times in 50 days. It generated \$11m worth of earned media, which helped sales grow by 75% year-on-year, which was double the target.

HIGHLY COMMENDED



- **Stop Clicking Around**
Agency: OMD
Brand: Hilton Worldwide Portfolio

ALSO SHORTLISTED

- **Free to Roam**
Agency: MEC Global Solutions
Brand: Vodafone
- **Love is On**
Agency: MediaCom
Brand: Revlon
- **Lucy the Robot**
Agency: Atomic 212
Brand: Double Robotics
- **Uncharted 4: A Thief's End**
Agency: OMD
Brand: PlayStation



Ariel Matic's launch was a daunting task as it faced stiff competition from rival brands and an uninterested target market

BEST USE OF AN INFLUENCER

WINNER San Andreas

AGENCY MEDIACOM **BRAND** SAN ANDREAS



Latin Americans are not fans of disaster movies. It is a region that has suffered some of the worst earthquakes in the world, which have affected millions of families. So to launch *San Andreas* – an earthquake movie starring Dwayne Johnson – the marketing campaign celebrated the real South American heroes who respond to emergencies.

This strategy was designed to respect the victims of earthquakes and thank the unsung heroes. The everyday-man character played by Johnson mirrored the fire-fighters of Latin America, many of which are volunteers.

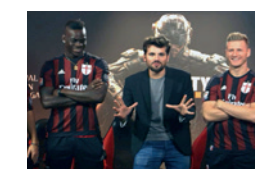
MediaCom brokered a deal with the Discovery channel for an earthquake-themed weekend prior to the release

of *San Andreas*, which was supported by bespoke content on social media and digital outlets. Warner Bros aired short videos starring Johnson paying tribute to the heroes of Latin America's own natural disasters.

Johnson also personally thanked on screen first-responder groups, who were invited to special screenings of the film in Latin American capitals. *San Andreas* became Warner Bros' third-biggest film of all time on the continent and contributed 23% of worldwide box office returns, compared with a regional average of 14%.

It was the company's biggest-ever film in Chile, Colombia, Mexico, Peru and Venezuela.

HIGHLY COMMENDED



- **Call of Duty – Sharecasting**
Agency: MEC Global Solutions

ALSO SHORTLISTED

- **Free to Roam**
Agency: MEC Global Solutions
Brand: Vodafone
- **Mandarin Oriental – He's/She's A Fan**
Agency: LONDON Advertising
Brand: Mandarin Oriental Hotel Group
- **Shell #makethefuture: The Power of Music**
Agency: MediaCom
Brand: Shell



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INNOVATIVE USE OF A PUBLISHING PLATFORM

WINNER Trial Blazing – Ambi Pur

AGENCY MEDIACOM **BRAND** AMBI PUR



Ambi Pur wanted to drive accelerated trials of its car air freshener, despite it being perceived by Asian consumers as non-essential. The air freshener brand has a high awareness of 90%, but low penetration of 10% and the lowest purchase frequency across all Procter & Gamble categories.

However, MediaCom recognised Asian drivers were a captive audience and could be effectively targeted while stuck in traffic. Asian cities have the highest density of traffic, and drivers commute an average of 2.5 hours every day.

Drivers are constantly in search of fastest routes to cut travel time and this is a cause of anxiety for many.

Consequently, mobile-based navigation app Waze is extremely popular in Asia and is used by 10 million drivers.

The app was primarily functional rather than entertaining, therefore Ambi Pur partnered with it by signing up Harith Iskander, one of Malaysia's top comedians, to record voice prompt instructions. This was the app's first local celebrity voiceover and the brand experience was based on 'a breath of fresh air to the harried drivers stuck in traffic' message.

Ambi Pur witnessed 6,000 trials in Kuala Lumpur alone during the first stage of the campaign and the success led to the campaign being rolled out to markets across Asia.

HIGHLY COMMENDED



- **The name's chat, Snapchat**
Agency: OMD
Brand: Sony

ALSO SHORTLISTED

- **Headstart**
Agency: MediaCom
Brand: Danske Bank
- **HSBC Expat – The World Is My Oyster**
Agency: Mindshare WW
Brand: HSBC Expat
- **The Piggies get Goosebumps!**
Agency: OMD
Brand: Sony
- **United For Healthier Kids**
Agency: MEC MENA
Brand: United For Healthier Kids

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THE INTERNATIONAL EFFECTIVENESS AWARD

WINNER Removing the Stains of Social Inequality

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HIGHLY COMMENDED



- **Avenger's Hero Up**
Agency: OMD
Brand: Marvel's Avengers

ALSO SHORTLISTED

- **100% dandruff free with the H&S self-test strip**
Agency: MediaCom
Brand: Head & Shoulders
- **Johnnie Walker Blue Label – Driving growth in 11 minutes**
Agency: PHD
Brand: Johnnie Walker Blue Label
- **Lucy the Robot**
Agency: Atomic 212
Brand: Double Robotics
- **M9 One Launch**
Agency: OMD
Brand: HTC
- **PC Does Whaaat?!**
Agency: OMD
Brands: Dell, HP, Intel, Lenovo, Microsoft
- **Uncharted 4: A Thief's End**
Agency: OMD
Brand: PlayStation

THE SMART USE OF DATA AWARD

WINNER Explore Canada

AGENCY OMD **BRAND** DESTINATION CANADA



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HIGHLY COMMENDED



- **M9 One Launch**
Agency: OMD
Brand: HTC

ALSO SHORTLISTED

- **Joy Comes Out of the Blue**
Agency: MEC Global Solutions
Brand: Tiffany
- **Marriott InstRgram**
Agency: MEC Global Solutions
Brand: Courtyard, Marriott
- **Sea Hero Quest**
Agency: MediaCom
Brand: Deutsche Telekom A.G.



Once viewers had engaged with multiple pieces of unbranded content, they were targeted with a paid media message

THE TALENT AWARD

WINNER Disrupting the Talent Paradigm

AGENCY MEC **BRAND** MEC GLOBAL



Competition for talent is getting tougher as agencies seek to stop top talent haemorrhaging to start-up and technology companies. The new generation is in search of speed, flexibility, innovation and social purpose when assessing an employer.

MEC believes there is constant industry talk of attracting better and more diverse talent, but the 'lack of courage to do something different is palpable'. To live up to its 'Don't Just Live. Thrive' manifesto, MEC is introducing innovation in talent acquisition and retention.

This has included 'MEC Live Hire', where its chief executives carried out 10 same-day hires after conducting

live behavioural-based interviews in Times Square during Advertising Week. Meanwhile, MEC was the only media agency with a presence at the job market at the SXSW festival in Austin, Texas. It offered 300 potential candidates a 360-degree view of life at MEC with a Google Cardboard virtual reality film.

Staff retention schemes have included MEC UK launching a digital resource and benefits program to help staff manage diverse family needs. There has been a 15% reduction in time it takes to fill open positions since 2015 and a jump in employee advocacy scores on Glassdoor. Three quarters of staff would now recommend MEC to a friend, up from 50% in just one year.

HIGHLY COMMENDED



- **FastForward**
Agency: OMD
Brand: OMD

ALSO SHORTLISTED

- **Battle of Brains**
Agency: OMD
Brand: Image, Employer Branding
- **International Ninjas**
Agency: OMD
Brand: OMD
- **Recruitment Is A Team Sport**
Agency: GroupM
Brand: GroupM APAC



At SXSW it offered 300 potential candidates a 360-degree view of life at MEC with a Google Cardboard virtual reality film



MNG

A W A R D S 2 0 1 7

SEE YOU NEXT YEAR

7 September 2017

To get involved, contact

danielle.redwood@csquared.cc