

Creative strategies, winning campaigns



Top 10 Gold Medal Winners of APPIES 2010

Over Jun 3 and 4, marketers at the inaugural APPIES 2010, the premier marketing and advertising congress in Asia Pacific organised by the Institute of Advertising, saw more than 105 top campaigns from this region. In the end, only 10 of them walked away with gold medals.

Not only must the campaigns be creative, the participants also had to prove their clients achieved high returns for their marketing investments. Through a four-minute video, six-minute presentation and 10-minute Q&A session, they went about their task of convincing moderators, assessors and the audience.

Social media buzz

During the event, one trend was clear. Most agencies recognised and demonstrated the power of interactive social media marketing, which is now used to evaluate campaigns. These measures range from the number of hits on a website right through to actual sales. The companies also spent considerable time and effort building brand communities and interacting with them.

But despite the buzz about interactive online platforms, the traditional media of television, radio, print and outdoor advertising continued to be a feature of most submissions. Some of the most creative ideas were stretched across multiple media platforms to create truly effective campaigns.

The banking and financial industry focused on communicating their rich heritage, reliability,

S/N	CATEGORY	CAMPAIGN TITLE	BRAND	ADVERTISER	AD AGENCY	COUNTRY
1	Automobiles	guesswhatcarsg	Kia	Cycle & Carriage / Kia Pte Ltd	Ace Daytons Advertising (Int'l)	SINGAPORE
2	Beverages (Non-Alcoholic)	"Rituals"	Minute Maid	The Coca Cola Company, China	BBH China	CHINA
3	Beverages (Alcoholic)	The Pact Between Men	Johnnie Walker	Diageo	BBH China	CHINA
4	Consumer Services	Fables Are More Effective Than Facts	Health Promotion Board	Health Promotion Board	DDB Worldwide	SINGAPORE
5	Consumer Durables	Garments Without Guilt	Sri Lanka Apparel	Sri Lanka Apparel	Grey Colombo	SRI LANKA
6	Education	Bring A Child From Street To School	Balwadi Night School	Maharashtra Janvikas Kendra	JWT Mumbai	INDIA
7	Electronics	EOS Photo 5	Canon EOS	Canon	Leo Burnett Sydney	AUSTRALIA
8	Financials	The Aviva Futurator	Aviva Singapore	Aviva Ltd	BBDO/Proximity	SINGAPORE
9	Pro Bono/ Government/ Cultural	"Beautifully Imperfect"	Ministry of Community Development, Youth and Sports (MCYS)	Ministry of Community Development, Youth and Sports (MCYS)	Leo Burnett	SINGAPORE
10	Telecoms	Yellow Coverage Fellow	Digi	Digi Telecommunications Sdn Bhd	Naga DDB Sdn Bhd	Malaysia

as well as personal and customised service as they went about rebuilding trust after being hit by the economic slowdown. Campaigns that stood out included Birla Life's "Even Gods can feel insecure" from India and CIMB's "Be surprised by money".

Meanwhile, the main theme of many food and beverage campaigns were about customers expressing themselves and maximising their enjoyment of life. This was especially true for entries from China. Top campaigns came from big brands including Heineken and Pringles.

For the greater good

Most entries encouraged people to act responsibly. Whether it was voting in India or learning

how to protect wildlife, or taking better care of one's own health, a stronger sense of responsibility and family values were two keys driving messages. The "Beautifully imperfect" campaign by the Ministry of Community Development, Youth and Sports, (MCYS), and "Earth Hour" and "Whaleshark Gamble" for the Sea Shepherd Conservation Society, moved the audience to tears as well as won their applause.

Ultimately, after witnessing the campaign strategies of 50 top brands, represented by 20 top agencies, the event proved to be a melting pot of fresh ideas and a launch pad of new ones. More importantly, the APPIES 2010 demonstrated that real consumer insight leads to creative ideas, generating proven positive results. ■

What they say...

"I had fun and enjoyed both meeting people and looking at some pretty awesome work! I think the APPIES format has a lot of potential as it is very engaging and showcases the work in a very consumer friendly way. Looking forward to staying in touch and keep supporting IAS as much as I can."

Francesco Lagutaine,
Chief Marketing Officer, Asia Pacific
Citigroup

"Thank you for involving me in the APPIES. I enjoyed the presentations. I realised that talent is still alive and well in the ad industry across Asia. It's great to know we have a very impressive group of some relatively young people. I would hope to be able to assist in future."

Shirley Claire Foenander
Vice President Marketing,
Communications & Menu Management
McDonald's Restaurants

"The event was interesting and I certainly enjoyed seeing so many creative fruits of labour during the judging session. I believe there is potential in growing APPIES and anchoring Singapore as the centre of and a thought leader in Asia Pacific's advertising and marketing industries."

Paul Tan
Director, Strategic Marketing Unit
Singapore Tourism Board

"Delighted to have been a part of the inaugural APPIES. Happy as well that my small contributions were meaningful & useful. I enjoyed the proceedings & enjoyed meeting a number of very good people in the process. Wish you greater success as you plan a bigger, better next edition."

Rajev Shukla
Global Brand VP
Pond's, Unilever



Advisory council members & judges (from left to right): Ross Jackson, Head of Cross Border Business in APAC, VISA Worldwide; Paul Tan, Director, Strategic Marketing Unit, Singapore Tourism Board; Goh Shu Fen, Chairman, APPIES, Co-Founder & Principle, R3 Asia Pacific; Neera Manawakul, Chief Marketing Officer, Consumer Banking, DBS Ltd; Shakir Moin, Director, Sparkling Brand Portfolio, Coca-Cola Pacific; Rajev Shukla, Global Brand Vice President, Pond's Unilever; Francesco Lagutaine, Chief Marketing Officer, Asia Pacific, Citigroup



Edward Stanislaus, GM, The Edge Singapore, exchanging views with Alan Fairmington, author of *The Age of Selfish Altruism*.



President & CEO of DDB Singapore David Tang (far right) with delegates



Panel of moderators at the 4, 6, 10 LIVE presentations



Marketing professionals at the APPIES 2010