

Effies 2008: [Airtel's answer to the epidemic called Silence](#)
[Devina Joshi](#) | afaqs! | Mumbai, November 24, 2008

When the Rediffusion Y&R team was summoned to present its case on Airtel at the Effies 2008 case study round of judging, the team stunned the audience into silence, quite literally. The presentation didn't start for a couple of minutes, and just as the audience started getting restless, wondering what was wrong, the audiovisual came on and explained that "silence is an epidemic", one which creeps into relationships, gets between neighbours, breaks marriages, and stifles the spirit within.

It builds into differences and misunderstandings, which in turn lead to boundaries and barriers. "And talking/communicating is the only way to break those barriers... silence needs an enemy," said the Rediff team.

This insight formed the basis for 'Barriers Break When People Talk', Airtel's brand mantra adopted in 2007. Airtel took this up when there were 10 players crowding the telecom space with similar service offerings. Communication about low tariffs and "omnipresent" networks dominated the scene. Airtel took it upon itself to take an umbrella stance – that of finding a larger role to play in consumers' lives.

Rediff thought of the idea of dissolving communication barriers with dialogue. The commercial showed a Moroccan boy distracted by a football that has landed on his balcony. He steps out to inspect, only to find another boy on the opposite side of the fence (presumably the border of a neighbouring country), asking him to pass the ball back. After some hesitation, the two meet midway and commence an innocent game of football, oblivious to the (presumable) enmity between their countries. 'Barriers Break When People Talk', the ad concludes.

There were innovations in print (the Airtel message placed below the picture of two cricketers of competing countries talking, for instance) and OOH (trains, which link people to each other, were painted with Airtel branding). A billboard even had barbed wire springing out of it everywhere (signifying barriers), except for one spot which had the image of two children talking to each other.

Furthermore, the brand got sarod maestro Ustad Amjad Ali Khan to play Christmas carols on the sarod, with the launch of the Breaking Barriers music album. An online interactive game, too, was unleashed, which had two people finding their way towards each other in a maze. Press coverage followed, doing its bit for the brand.

Rediff claims that there was a 4.7 per cent increment in the share of net additions for Airtel, while the customer market share increased from 23.5 per cent in November 2007 to 23.9 per cent in February 2008. Its trust and leadership scores soared as well. "We talked, and that made all the difference," concluded the Rediff team. It remains to be seen whether that "difference" will extend to the Effies jury as well.

The entry has been shortlisted in the Services category.

The Effies 2008 case study presentations were held on November 20, 2008, at the Welingkar Institute of Management in Mumbai. The event has been sponsored by Yahoo! India, Marico, Vodafone and Brand Equity. The Effies are organised by Ad Club Mumbai and are based on the effectiveness of ad campaigns.

Effies 2008: **Nike's hustle BUSTle cricket**
Sapna Nair | afaqs! | Mumbai, November 24, 2008

The Nike ad made by JWT, which became as entertaining as a game of cricket, ruled television sets during the ICC World Cup last year. It has deservedly made it to the top 30 shortlist for the Effies this year.

While there was a need to use cricket as the backdrop for the communication, JWT knew that a mere association with the game wouldn't do the trick. The team wanted to refrain from using celebrities as endorsers because they were endorsing various other brands in diverse categories such as FMCG and apparel. Instead, the creative agency wanted to create a connect with this cricket crazy country, minus any jingoism or stereotypical attributes, in an authentic and inspiring manner.

Nike decided to have a point of view on the game. For football, the sports brand had a property called Brilliant Football, where Nike endorsed the most brilliant moment that captured the victory of a player and the essence of the game on the whole. In order to have a point of view on cricket, JWT and Nike spoke to the top players and did some research. They arrived at three aspects that would define their communication: character over cover drive, temperament over technique and fighting spirit over flamboyance.

JWT decided to create a television commercial that symbolised gutsy cricket, which was true to the game and resonant of India's attachment to the game. And this was evident in the TVC (show link), which had a few young cricketers trapped in a jam in a crowded Mumbai street. One of them climbs on to the roof of the bus, only to be joined by his teammate, who gestures to him to bowl. An impromptu game of cricket begins on a rather unconventional pitch – the roof of the bus. Neighbourhood youngsters join the game and fellow commuters become keen spectators. The ad is accompanied by a catchy Konkani song, which renders an exuberant touch.

The print ads also reflected the rebellious spunk of the brand. One of the ads featured cricketer Sreesanth, and the copy read: 'You Have More Experience. So?' Another one had Irfan Pathan with the line, 'I Let The Ball Do The Talking'.

The TVC enjoyed tremendous PR and was written about extensively in all media. The ad uploaded on YouTube got close to a million hits, had three Orkut communities named after the brand, and the background song was played even in discothèques. The ad enjoyed 80,000 mobile downloads within two weeks of its launch.

For Nike, sales went up by 40 per cent and 60 per cent of jerseys were sold within 10 days of the ad launch.

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Effies 2008: [Pepsi 'can's the youth](#)

[Khushboo Tanna](#) | afaqs! | Mumbai, November 24, 2008

At the Effies 2008 presentation round, 30 case studies across seven categories were presented by eight agencies. The Pepsi – Me On My Can case study by JWT was the only one nominated in the Internet Advertising category.

The objective was to use the Internet to refresh the already cluttered cola category. The challenge was to increase sales against non-aerated beverages. Also, at that point of time, Thums Up had strengthened its brand positioning. Another challenge was the influx of multiple youth brands across categories.

Pepsi's aim was to reconnect with the youth again, as youth were its key consumers. The core focus of the strategy was to revamp the look of the Pepsi can and make it more youthful and attractive. Renamed My Can, it was also retailed at an affordable price of Rs 15. The thought behind this was to put the consumer right at the centre of the product.

The insight for this activity was that today's youth is very technology savvy and super connected. This generation believes that they will achieve their dreams, no matter what. They place themselves in the centre of things and that thought was carried forward in the campaign as well.

An apt example was the [Pepsi My Can commercial](#) with actors Shah Rukh Khan and John Abraham. In the ad, the focus was on the consumer and not the celebrities.

Various online contests were held to engage consumers. The innovation, Me On My Can, was done on the Yahoo website, [Pepsizone.yahoo.in](#), where interested users were asked to direct and act in a video that would show their cool quotient. The videos would be uploaded and people could vote for their favourite video. Twenty winners were chosen and their photographs were printed on Pepsi cans.

On-ground activities were conducted in 120 cities in 15 states. Participant attention was retained via games, contests and other interactive activities.

JWT claims that these activities got them the desired response from consumers and Pepsi succeeded in reconnecting with the youth.

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Effies 2008: [Virgin becomes a partner in crime](#)
[Savia Jane Pinto](#) | afaqs! | Mumbai, November 24, 2008

Bates 141 had asked someone from The Great Indian Laughter Challenge to come over and make the presentation for them, in order to deal with the pressure that comes with the Effies, but were dumped at the last minute. Bates 141 was shortlisted for Virgin Mobile – Think Hatke in the Services category at the Effies 2008.

When the launch of Virgin Mobile was planned, Bates had a look at the international work that was done for the brand and felt that it needed to be funny, but with a twist. In the international market, the brand goes all out against the category norms and so it would in the Indian market as well. “It is a courageous brand,” said Dheeraj Sinha, chief strategy officer at Bates 141.

The brand wanted to target the youth and thus appeal to them in a way that only they understood. While troubleshooting for ways of appealing to the youth, the Bates teams thought of other brands that were youth centric. But observations and research told them that all that was targeted for the youth was not necessarily affordable for the youth. For example, at a recent Shakira music concert, the maximum attendees were from the age group of 40-45 years. This was because a regular youngster could not afford the price of the concert ticket. So, it was obvious why the youth weren't where you'd expect them to be.

40 had become the new 20, and the true 20s were being squeezed out. Virgin wanted to create a brand for the 20 somethings. Research showed that the youth have discontinuous goals, they felt shortcuts were okay in life, and manipulation was fine. In all these plans, the youth wanted a partner in crime and Virgin chose to be that partner. The positioning thus was to bypass the firewall of sanction. And the television commercials that followed were an expression of that.

The launch was supported by print, outdoor and radio along with television. The results are for all to see. The average revenue per user was 30 per cent among the youth and the awareness, too, was high. The telecom service, which debuted in March this year, claims to have got 87 per cent awareness in that month; in the first five months after the launch, awareness was noted to be at 78 per cent.

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Effies 2008: [Show us your talent, says Bournvita](#)
[Savia Jane Pinto](#) | afaqs! | Mumbai, November 21, 2008

The case studies shortlisted for Effies 2008 were presented yesterday at the Welingkar Institute, Matunga in Mumbai. From the 30 case studies that were shortlisted for the final presentation, the winners will be announced on November 26.

O&M was shortlisted for Cadbury Bournvita – How Bournvita let children be differently capable and differently successful, in the consumer products and integrated marketing campaign category. The presentation was made by Kabir Arora, the young boy who features [the TVC](#) as the dancer. He explained how it was difficult being a kid today – what with parental pressures, comparisons with other children and the unfulfilled aspirations of parents being passed on to their children.

Due to the growing competition, most parents want children to excel at academics alone, without paying attention to the child's other talents. Since everyone cannot top in academics, the result is that children end up losing confidence.

Team Ogilvy & Mather felt that children needed to be confident of what they could do. And the Bournvita Confidence Academy (BCA) was created, where children with unique talents stayed together, and their individual talents were showcased. This was an occasion where children excelled in a special thing and their confidence grew. A special Bournvita Quiz contest was held and a confidence champion was selected.

The results made all at Cadbury very happy. O&M claims that brand association with confident kids grew amongst mother and kids and top of mind recall was the highest for Bournvita in the category of health drinks. It also says that the BCA online activity was a success.

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Effies 2008: [Lead India continues to lead](#)

[Savia Jane Pinto](#) | afaqs! | Mumbai, November 21, 2008

Lead India, the social initiative by The Times of India Group, got JWT a shortlist in the Corporate Advertising and Integrated Advertising Campaign categories at Effies 2008.

Lead India, an initiative started by the largest read English daily of the country, marked the 60th year of India's independence. The first part of this initiative, India Poised, had the front page of The Times of India carrying a long copy heralding the 60th year of being free on January 1, 2007. [A small TV commercial](#) followed, with a long copy read by none other than Amitabh Bachchan. The TVC spoke of the existence two Indias. One was ready to lead, and the other – ready to follow.

"The response to this ad was overwhelming and The Times of India followed it up with Lead India," explained Dhunji Wadia, managing partner, JWT Mumbai, who presented the case study at Welingkar Institute, Matunga in Mumbai. On August 15, 2007, the second phase of the initiative was launched and this too was marked with a full front page ad that highlighted 'DO'ing something.

[The TVC](#) had actor Shah Rukh Khan calling for some action. A call was made for volunteers who wanted to effect some change and lead the country. The motto of the campaign was to empower the common man to lead.

More than 37,000 people volunteered. On October 2, 2007, coinciding with Mahatma Gandhi's birthday, the search for the one who would Lead India began. The reality show was carried on STAR Plus. The final eight contestants were given tasks to fulfil, with deadlines.

The entire campaign used 20 TVCs (many celebrities came forward and lent their support to the cause for free), 100 press ads, the Lead India reality show, blogs, radio spots and outdoor and mobile advertising.

The campaign gained about 13 lakh hits on the website. A significant number of YouTube hits were also recorded. The winners are now at the London School of Economics, where they are studying political leadership.

The campaign also won India its first Grand Prix at the Cannes 2008, as well as an Integrated Titanium Lion. Lead India won at the GoaFest and the AME Awards, and also picked up the WPPed Cream award by WPP.

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Effies 2008: **Bang on Bingo!**

Khushboo Tanna | afaqs! | Mumbai, November 21, 2008

At the Effies 2008 presentation round, 30 case studies across seven categories were presented by eight agencies. O&M had the maximum number of case study presentations (nine), one of which was the Bingo launch campaign.

The Bingo case study was nominated for two categories, Consumer Products and Integrated Advertising Campaign.

The challenge for Bingo was to create an impression in a market, where FritoLay held the lion's share – the presentation mentioned 80 per cent. Bingo wanted to speak to the youth, which was a hard to attract segment. The objective was to capture the consumers' mind first and the market later. They also had a long term ambition to overtake FritoLay's sales and be the market leader.

For the short term, they wanted to gain at least 8 per cent market share nationally, create a buzz around the brand and create a youthful brand personality.

The agency wanted to base the campaign on the three pillars of Product, Placement and Personality. After a few brainstorming sessions, the team realized that people in India still prefer traditional snacks, such as banana chips and biscuits. To counter that, they decided to use the familiar tastes and come up with an irresistible combination of flavours.

Strategic placement of the product was also an important factor, as the aim was to widen Bingo's reach and impact. Bingo was available in more than 250,000 stores in the first six months of its launch. Brand awareness was also built by placing the Bingo racks in local grocery stores as well as supermarkets. In most cases, a TVC is the main source of awareness for a brand, while in Bingo's case, it was the Bingo rack.

Another thing that had to be taken into consideration was the fact that snacking is a mindless activity. They wanted to promote a brand that would be deliberately mad, spontaneous and mindless.

The product launch was preceded by an online viral campaign, 'Wait or Suffer'. The product was introduced with a television, print and outdoor campaign.

The madness was also taken offline with mall activities in nine cities across India. Customer interest was retained with interactive games and product tasting sessions. This activity saw participation from 2,500 people and experienced close to 250,000 footfalls in the first four months.

Various radio activities were done in Delhi, Mumbai and Bangalore to increase brand awareness. Bingo also ran a contest when Aerosmith was on their official tour to India. Contestants were supposed to record their favourite Aerosmith song in a local Indian language and submit their entries.

Since it was a youth brand, digital media was used heavily for promotions. The Bingo National Gaming Championship was one such example. The event was held in four cities and saw participation from 25,000 contenders. Bingo Remix Nights were held in clubs across the country.

A fun website, bingeonbingo.com was created to increase awareness about the brand.

O&M claimed that the 360 degree campaign helped Bingo gain 12 per cent market share nationally, as opposed to their initial target of 8 percent. Bingo had 16 per cent market share in metros and a market share as high as 66 per cent in certain cities.

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