

THE APPIES 2012

**TOP 10
WINNERS**



**THE
APPIES
2012**

26TH & 27TH JULY 2012



PASS IT ON

SRI LANKA

AGENCY LEO BURNETT SOLUTIONS INC SRI LANKA
CLIENT SRI LANKA EYE DONATION SOCIETY
CATEGORY PRO BONO/GOVERNMENT/CULTURAL

CAMPAIGN SYNOPSIS

This short film for the Sri Lanka Eye Donation Society (SLEDS) captures the sense of yearning that is eternally prevalent in the minds of those of us who cannot see and the feeling of helplessness faced by those of us who believe we are powerless to help them. The campaign not only helped meet the national need, but as the world's largest donor of corneas, contribute towards the eradication of global blindness. The campaign generated positive word of mouth and ensured that SLEDS made a new generation of people aware of the importance of donating their eyes.

CLIENT CREDITS

KALYANI WICKRAMASINGHE General Secretary

AGENCY CREDITS

SUBHASH PINNAPOLA Executive Creative Director
SITHUM WALTER Art Director
MANOJ DHARMAWARDHANE Sinhala Copy Writer
LALITH KARUNATILAKA Senior Art Director



PRESENTER

SELONICA NALAWANSA
Brand Director
Leo Burnett Solutions Inc.
Sri Lanka

2

DO MORE WITH SAFFOLA OATS

FREE SAFFOLA OATS RECIPE BOOK: VOL-5

IN THIS ISSUE:

- STUFFED PARATHA
- IDLI
- DATE-ALMOND MILK SHAKE
- CHIVDA
- GUJARATI BHAKRI
- PANEER BHURJI
- PAL PAYASAM
- COCONUT BURFI
- CEREAL BAR
- UTHAPPAM

NUTRITION INFORMATION
(Approximate values)

NUTRIENTS	100g	32g
Energy (Kcal)	387	124
Protein (g)	15.2	4.9
Total Fat (g)	8.6	2.8
Saturated Fat (g)	1.7	0.5
Cholesterol (mg)	0.0	0.0
Carbohydrate (g)	62.2	19.9
Dietary Fibre (g)	10.5	3.4
Soluble Fibre (g)	4.8	1.5
Insoluble Fibre (g)	5.7	1.8
Iron (mg)	4.4	1.4

Ingredients: Oats

SAFFOLA OATS, 'DO MORE WITH OATS'

INDIA

AGENCY *MCCANN WORLDGROUP INDIA*
 CLIENT *MARICO INDIA*
 CATEGORY *FOOD & BEVERAGE (NON-ALCOHOLIC)*

CAMPAIGN SYNOPSIS

Our challenge was to launch Saffola Oats in the most competitive regional market for oats in India -Tamil Nadu, with an ambitious objective of breaking into the top 5 players from the 21st. Competition promoted oats as a 'standalone healthy breakfast'. Our idea was to differentiate Saffola Oats by presenting it as a 'unique health infusion' to make 'everyday breakfast recipes' healthier - showcasing how consumers could 'Do more with Oats'. This endeavor sealed the 3rd place in the market for Saffola oats- a quantum leap from the 21st position in the first year of launch.

CLIENT CREDITS

SAMEER SATHPATHY Head of Marketing
 SUDEEP LAHIRI Category Head
 RUCHIKA SHARMA Brand Manager
 DIPAK KRISHNAMANI Brand Manager

AGENCY CREDITS

GOVIND PANDEY President
 LOVELEEN RAINA Sr. Vice President & General Manager
 ANSHUMANI KHANNA Creative Director
 SUDHISH PILLAI Business Director



PRESENTER
 DHIREN AMIN
 Group Planning Director
 Mccann Worldgroup
 India

3

ZINDAGI SE DOSTI / BEFRIEND LIFE

A CAMPAIGN MEASURED IN NUMBER OF LIVES SAVED.

YOUTH ICON AND SOCIALLY CONSCIOUS CITIZEN AMIR KHAN JOINING THE CHARGE TO REACH OUT TO STUDENTS IN THEIR HOUR OF NEED

FOR STUDENTS **FOR PARENTS** **FOR PARENTS**

PRESS + OUTDOOR + RADIO + DIGITAL

A 24/7 TOLL-FREE HELPLINE WITH A PANEL OF INDIA'S BEST PSYCHIATRISTS SPECIALLY TRAINED TO COUNSEL DISTRESSED CHILDREN

WORKSHOPS FOR TEACHERS TO DRAIN THE BURDEN OF DEPRESSION IN STUDENTS

WORKSHOPS FOR PARENTS ON HOW TO HELP CHILDREN Cope WITH STRESS

THE HELPLINE RECEIVED OVER 3500 CALLS. FROM 225 SUICIDES IN 2010, TO ONLY 2 SUICIDE REPORTED IN MUMBAI IN 2011.

CHALLENGE:
Exams make children across the world tense. In India, it makes them suicidal. The 1st leading cause of death among the 15-29 year olds. An issue as sensitive as this needed to be treated with thoughtfulness. It was not about creating mass awareness but about being compassionate & available in their time of need. We had to communicate to the students that there is a friend, guide and mentor available whenever they can talk to. Neither the parents nor the students knew where to go to seek help. We had to make them aware of a professional helpline in their hour of need.

SOLUTION:
We mapped places & activities of students before and after their exam results. We chose Amir Khan, a youth icon to become the face of the campaign. We, along with renowned psychiatrist Dr. Harsh Shrivastava, got a panel of India's best psychiatrists on board and launched 'Zindagi Se Dosti' (Befriend Life), a well-orchestrated multi-media campaign. For the first time ever, multiple touch points were used. We roped in the Times of India Group to release print ads and editorial content on the issue which gave a huge mass reach. Booths, posters & government organizations carried our messages. Youth icons alerted individuals (except when negatively impacted). To target such students, posters were put up at 52 Cafés & 125 Classrooms. Posters in residential societies helped parents notice the first signs of suicides. Mobile companies offered over 190000 push SMSes to alert parents of children appearing for board exams. OCHH officers allowed us to use boardings outside colleges.

RESULTS:
The campaign increased awareness leading to dramatic results. The 'Zindagi Se Dosti' (Befriend Life) helpline received over 3500 calls and increased thereafter. Every year post the board exam results, the number of suicides increase. But post this campaign, from 115 suicides in 2010 to only 1 suicide was reported in Mumbai in 2011. Owing to the success, Bombay Psychiatric Society is planning to replicate the 'Zindagi Se Dosti' (Befriend Life) campaign once again this year across India. A zero cost campaign was not measured in crores but in number of lives saved.

STUDENT SUICIDE PREVENTION DRIVE

INDIA

AGENCY MCCANN WORLDGROUP INDIA
 CLIENT MAITRI FOUNDATION, MUMBAI, INDIA
 CATEGORY PRO BONO/GOVERNMENT/CULTURAL

CAMPAIGN SYNOPSIS

In India, examinations makes many students suicidal because success in them is seen as paramount. Neither parents nor students knew where to go to seek help. We got a panel of India's best psychiatrists on board to launch the 'Zindagi Se Dosti' (Befriend Life) campaign. We made students and parents aware of a professional 24/7 helpline in their hour of need for counseling. The help-line received over 3500 calls. Post this campaign from 115 suicides in 2010 only 1 suicide was reported in Mumbai in 2011. A zero cost campaign was not measured in crores but in number of lives saved.

CLIENT CREDITS

HARISH SHETTY Psychiatrist

AGENCY CREDITS

PRASOON JOSHI Executive Chairman & CEO McCann Worldgroup India & President South Asia
 LOVELEEN RAINA Sr. Vice President & General Manager
 DENZIL MACHADO, ABHINAV TRIPATHI
 Creative Directors
 BENITTA JACOB Brand Leader



PRESENTER
 DHIREN AMIN
 Group Planning Director
 McCann Worldgroup
 India

4



The web
is what you make of it

THE WEB IS WHAT YOU MAKE OF IT SINGAPORE

AGENCY BBH ASIA PACIFIC
CLIENT GOOGLE
CATEGORY CONSUMER SERVICES

CAMPAIGN SYNOPSIS

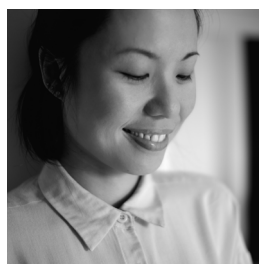
From Tech Product to Loved Brand. Since the launch of its new Internet browser, Chrome, Google has successfully attracted the techie community and an early adopter audience. However, in Asia's collective societies, the mainstream, less tech-savvy users were less inclined to try the new kid on the block. Chrome had to win the hearts of ordinary people. By positioning itself as the browser that champions 'Doing' through the web; with Chrome, 'the web is what you make of it'. This idea was brought to life through regionally and locally relevant stories, resulting in an incredible increase in market shares.

CLIENT CREDITS

TOM PURSEY Product Marketing Manager
DEREK CALLOW CATHY TANG

AGENCY CREDITS

CHRISTINA CHONG Business Director
JUN SHEA Account Director
FRANK REITGASSL Planning Director
RICHARD MAYO-SMITH Producer
TINUS STRYDOM Creative Director



PRESENTER

JUN SHEA
Account Director
BBH Asia Pacific
Singapore

5



CURIOUS HOLIDAY INN-CIDENTS CHINA

AGENCY OGLIVY & MATHER SHANGHAI
CLIENT IHG (HOLIDAY INN)
CATEGORY CONSUMER SERVICES

CAMPAIGN SYNOPSIS

With 40% of hotel rooms in China always unoccupied, competition is fierce. Desperate hotel brands have resorted to a downward spiral of endless promotions to improve occupancy rates. Holiday Inn knew that it had to appeal on more than just price to secure its future in China. So HI decided to create a series of short videos ('Curious Holiday Inn-cidents') to be played on office elevators, taxi screens and social media. The videos cut off before the denouement, forcing the viewer to search for the second video to see what happened. 5 million people viewed the videos, leading to a 16% y.o.y. increase in revenue.

CLIENT CREDITS

KOEMAN WANG IHG Greater China
Holiday Inn Brand Director
YU YAN MEI IHG Greater China
Holiday Inn Brand Manager
FANCIE CHEN IHG Greater China
Holiday Inn Brand Marketing Executive

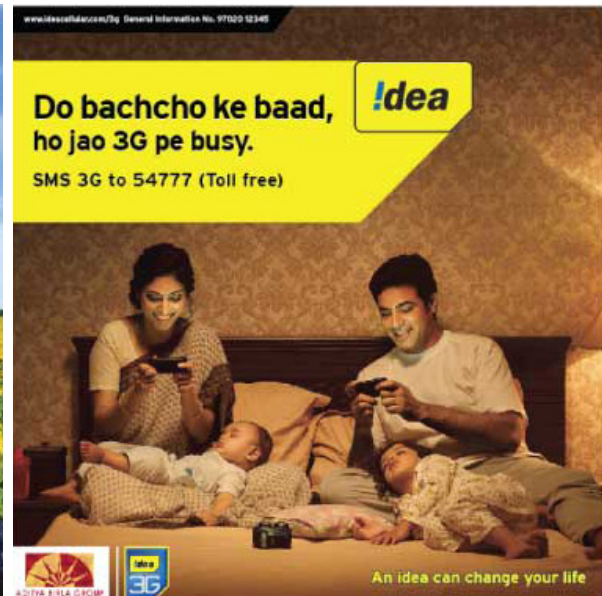
AGENCY CREDITS

ALEX LEE Regional Business Director
CALLIE TAN Account Partner
SEVI TIEN Associate Creative Director
ISIS WANG Creative Group Head
REBECCA LI Account Executive



PRESENTER
EDWARD BELL
Group Planning Director
Ogilvy & Mather
Shanghai, China

6



IDEA 3G INDIA

AGENCY LOWE LINTAS & PARTNERS, INDIA
CLIENT IDEA TELECOM
CATEGORY CONSUMER SERVICES

CAMPAIGN SYNOPSIS

3G was big news in India given that Telecom players had invested about Rs 677.2 bn (\$14.5bn) in the 3G auction. India being a traditionally low tariff, voice and text telephony market, the greater speeds of 3G and products like video chat, weren't compelling enough. Worse still, it came at a huge premium. Idea had to make sense of 3G, showing how it could change the consumer's life, in a typically Idea like manner - solving a large nationwide problem through a simple imaginative mobile solution.

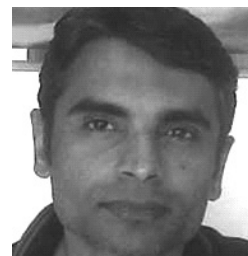
- That life on Idea 3G was so engaging that it could help check population growth. Playing on a truth that across India, lack of entertainment is the primary reason for greater sex thus leading to a population boom. What an idea sirjil

CLIENT CREDITS

SHASHI SHANKAR CMO
SUNITA BANGARD VP-Marketing
SWAPNESH KAUSHAL DGM Marketing
MAHESH DHOMKAR DGM Marketing Manager

AGENCY CREDITS

R.BALKI Chairman and CCO
ARUN LYER National Creative Director
ASHWIN VARKEY Group Creative Director
CARLOS PEREIRA Creative



PRESENTER
SAJJ ABRAHAM
Senior Vice
President - Planning
Lowe Lintas & Partners
India



ONG & RAJ

SINGAPORE

AGENCY DDB GROUP SINGAPORE
CLIENT HEALTH PROMOTION BOARD
CATEGORY PRO BONO/GOVERNMENT/CULTURAL

CAMPAIGN SYNOPSIS

Despite being the number one cancer in Singapore, people have little knowledge of colorectal cancer (CRC). For a deadly serious topic, it requires a kind, gentle, light-hearted touch to make the case for screening go vernacular across the heartlands. Using local humor, we created a story of friendship between two seniors. By the end of the campaign, we had raised the level of awareness, created strong message retention of the signs and symptoms of CRC and most importantly, encouraged more people to go for regular CRC screening.

CLIENT CREDITS

PEARLYN TSENG Deputy Director,
Corporate Marketing Department
EILEEN TAN Manager,
Corporate Marketing Department

AGENCY CREDITS

JOJI JACOBS Executive Creative Director
ANDREW HOOK Creative Director
JOEL CHIN Associate Creative Director
WENDY ONG Director, Strategy Planning
ERIC CHUA Account Director
SHARMAINE TEO Account Executive



PRESENTER
ERIC CHUA
Account Director
DDB Worldwide Pte Ltd
Singapore



Coca-Cola Overseas Filipino Worker project

Bringing happiness home

The Insight
The Philippines' biggest export is the Filipino.
Because of poverty, millions have left their families to take care of other families abroad.

The Idea
What if Coca-Cola could bring them together this Christmas?

Results
1 million hits 3 days after release, reaching Filipino communities around the world
World's most shared video, 2 weeks straight
#4 Best of 2011 TV, Creativity Online
Ad Age Top Viral Videos of 2011
Improved Brand Imagery
\$888,000 worth of free media

See all 3 families reunited. Watch the full video

THE OFW PROJECT

PHILIPPINES

AGENCY MCCANN WORLDGROUP PHILIPPINES
CLIENT THE COCA-COLA EXPORT CORPORATION
CATEGORY FOOD & BEVERAGE (NON-ALCOHOLIC)

CAMPAIGN SYNOPSIS

Coca-Cola re-established its indispensability on meal tables and indispensability in the hearts of Filipinos through a simple, yet powerfully executed brand idea. Through the simple act of bringing 3 Filipino contract workers to their families for Christmas, we gave the gift of hope and inspiration to millions of the Filipinos all around the world.

CLIENT CREDITS

ANUBHA SAHASRABUDDHE Marketing Director
JAIDEEP KIBE Sparkling Category Director
YASMIN MALLARI Integrated Marketing Communications Director
FRANZ DECLOEDT Group Brand Manager

AGENCY CREDITS

BERNADETTE CHINCUANCO Managing Partner
TING BONGCO Associate Business Group Director
PETER ACUNA Deputy Executive Creative Director
MERVIN IGNACIO Creative Director



PRESENTER

Jaideep Kibe
Coca-Cola Sparkling
Category Director
The Coca-Cola Export
Corporation
Philippines

9

HOW THE KAMASUTRA GOT MEN TO SHAVE EVERYDAY



The Brief
Get Indian men to shave everyday, including weekends.

The Problem
Men find shaving a boring chore.

The Insight
According to Nielsen research, 72% of women found the act of shaving their men sexy.

The Solution
What if we got women to shave their men in fun and exotic positions? So we created SHAVESUTRA - shaving positions inspired by the ancient text of the Kamasutra.



The Execution
SHAVESUTRA was released in the form of instructional videos and COI and distributed in cafes and offices. It was narrated by the naughty self-styled Maharaja.

To increase the pleasure, Gillette introduced the new Mach3 Turbo Sensitive - a razor so safe and comfortable, it could even make a virgin shaver a guru.

Special SHAVESUTRA guide books and virals on the net added to the conversation. SHAVESUTRA was also activated on-ground in over 25 cities - as part of the Shave India Movement.

At a mass SHAVESUTRA event in Delhi, hundreds of women shaved their men in public. A popular Bollywood actor was shaved by two leading ladies which created explosive news!

Results
In 60 days... more than 4 million new consumers joined the Gillette franchise.

The campaign got over \$14 MILLION worth of free media coverage. We got 19.5 million digital interactions.

The mass shaving event broke the Guinness Book of Records.

Post campaign, 90% of women in the capital agreed that shaving is an essential part of foreplay.

Mach3 Turbo Sensitive, the most expensive razor in India, became the highest selling razor in India.















SHAVE SUTRA - OR, HOW TO TURN A MUNDANE SOLITARY CHORE INTO A PLEASURABLE DUET

INDIA

AGENCY BBDO INDIA
CLIENT P&G INDIA
CATEGORY NON FOOD FMCG

CAMPAIGN SYNOPSIS

Gillette's long-term goal is about getting men to shave. Reaching this goal requires Gillette to overcome 2 fundamental barriers: social & experiential. We addressed the first with our previous WALS campaign, and our task now was to reframe Gillette's shaving experience from a mundane chore to a pleasure-able delight - addressing the second barrier. Our strategy was to continue leveraging the influence of women. Nielsen research revealed that 72% of women find the act of shaving their men sexy. So, we involved women in the act of shaving their men. Thus was born Shave Sutra, the sensual pleasure of shaving together.

CLIENT CREDITS

SHARAT VARMA Brand Manager
PRATEEK RANJAN Assistant Brand Manager

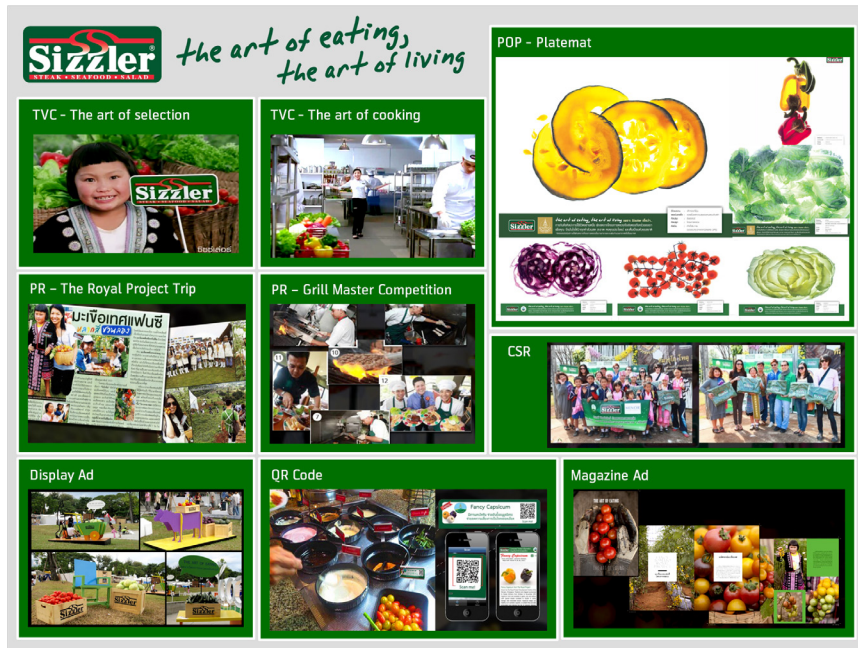
AGENCY CREDITS

JOSY PAUL Chairman & Chief Creative Officer
RAJDEEPAK DAS Executive Creative Director
SHAHVEZ AFRIDI Regional Planning Director



PRESENTER
ALBERT LARGOZA
Senior Account Manager
BBDO Singapore

10



THE ROYAL PROJECT THAILAND

AGENCY Y&R THAILAND
CLIENT SIZZLER (MINOR FOOD GROUP)
CATEGORY CONSUMER SERVICES

CAMPAIGN SYNOPSIS

Intensive competition within restaurant category in Thailand made it hard for any brands to increase its menu price. To cope up with value perception challenge as to command premium pricing without losing average number of customers and frequency of visit, Sizzler Thailand decided to source its produce from The Royal Project, a philanthropic figure that helps promote hill tribe employment under the King patronage and made it a campaign to reflect 'better quality ingredients'. During the campaign, Sizzler has been able to attract more customers base through higher menu pricing. All brand measurements indicated record breaking shift in terms of preference, premium imagery, quality and trust. In addition, a sense of social enterprise & community relations have been well-recognized through most PR media, as a bonus.

CLIENT CREDITS

JOHN S. HEINECKE Vice President &
General Manager of SLRT Limited
NONGCHANOK STANANONTH Assistant Vice
President, Group Marketing of SLRT Limited
SUPATRA PRONANUNT Senior Marketing Manager, Sizzler
KIRANA ROEKBangPLAD

AGENCY CREDITS

KITIPONG VEERATAEHCA Chief Strategy
& Innovation Officer
NATTAWADEE AMORNCHAIMONGKOL
Brand Planning Executive
NARONG CHOKPIBOONKARN Chief Client Officer
ANAMARIN DUSITAKORN Group Account Director



PRESENTER
KITIPONG VEERATAEHCA
Chief Strategy &
Innovation Officer
Y&R Thailand