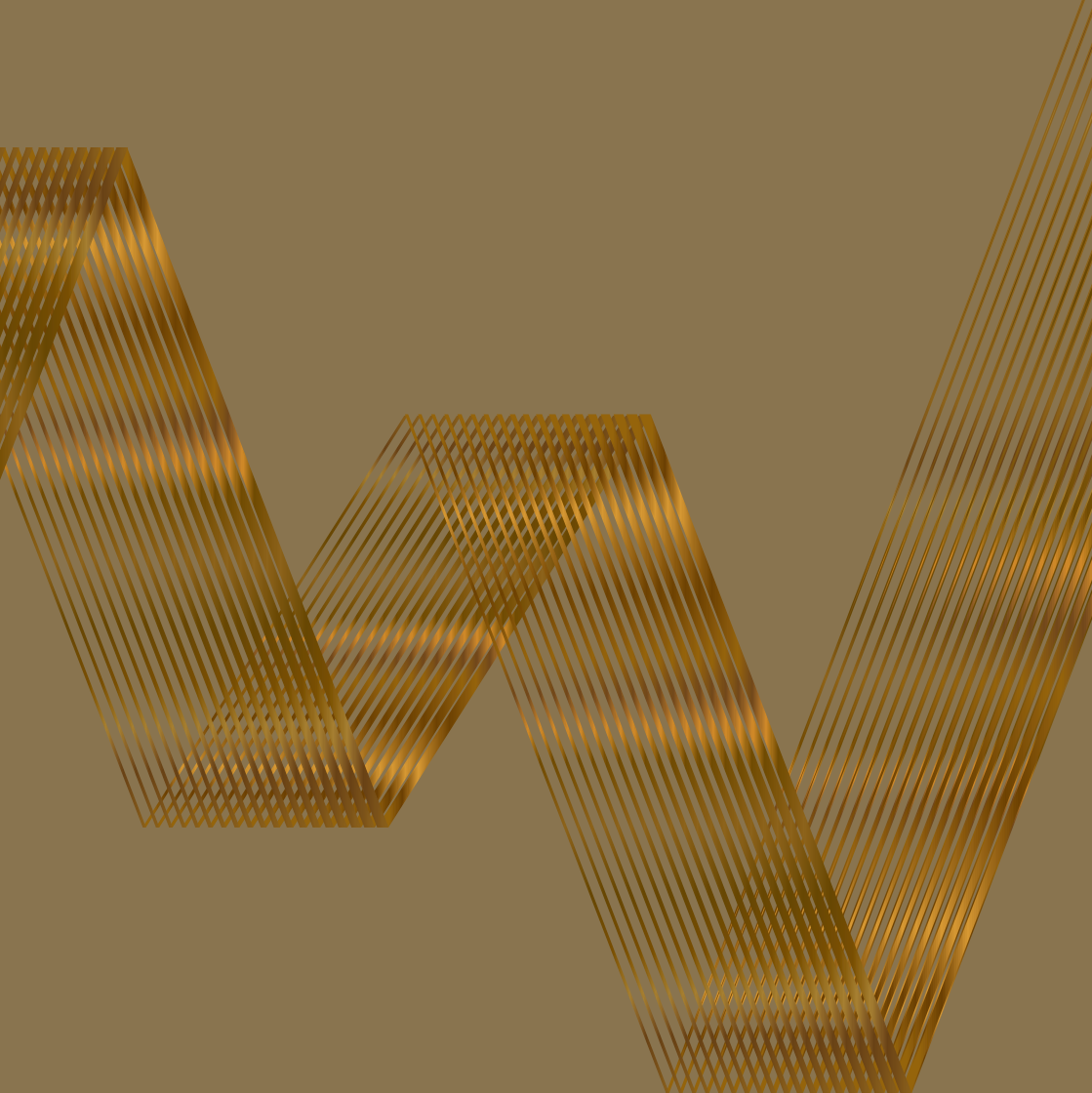


IPA Effectiveness Awards 2022 Shortlist



Foreword



Harjot Singh
Convenor of Judges, IPA Effectiveness Awards 2022
Global Chief Strategy Officer, McCann

If anyone ever asks you what our industry is good at, you could do worse than show them the IPA Effectiveness Awards 2022 shortlist.

True, it has some cases they might expect to find, in which marketing communications turned round a struggling brand, like Boursin cheese or Schmacko's dog treats.

And it contains proof that those winning strategies can be kept fresh and engaging year after year, as Aldi, Tesco, and Baileys have shown in their cases.

But our industry also knows how to prompt people to donate money, change their behaviour or lobby for a cause.

We entertain audiences into doing things they would rather put off – like ITV & VegPower's ingenious solution to get kids to eat more vegetables or Hargreaves Lansdown's successful campaign to persuade people to make their savings work harder.

At times, we influence the wider culture. Whether the topic is teenage selfie culture (see Dove case) or gun crime in schools (Sandy Hook Promise), our work met its objectives by changing conversations across the media and in people's lives.

The point is that our industry is good at doing many different things, as this shortlist demonstrates.

This diversity of work both for businesses and not-for-profit organisations can make us smarter, more skilled, and more effective as an industry, if we're prepared to share learnings from it across all types of evidence and voices.

For this iteration of the Awards, which run every two years, entrants had another unique challenge. They had to account for any distorting impact from the COVID-19 pandemic, and to ensure that COVID-19 did not prevent them from being able to submit a case at all.

That itself is a reminder of another quality our industry displays at its best – flexibility in a crisis.

Congratulations to all the shortlisted entrants, and I hope you enjoy reading about them.

SPONSORED BY

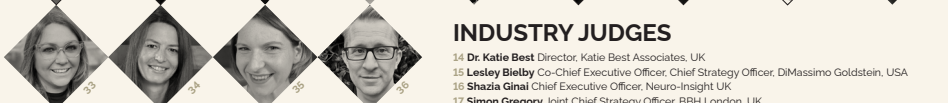


The Judges

- 1 **Chairman Gavin Patterson** President & Chief Revenue Officer, Salesforce
- 2 **Convener Harjot Singh** Global Chief Strategy Officer, McCann
- 3 **Deputy Convener Jo Arden** Chief Strategy Officer, Ogilvy UK

CLIENT JUDGES

- 4 **Adenike Adebola** Africa Innovation Director, Guinness, UK
- 5 **Phillip Almond** Executive Director of Fundraising & Marketing, Cancer Research UK
- 6 **Ranjana Choudhry** VP Advertising & Social Media, Wakefern Food Corp, USA
- 7 **Heather Clark** Senior Vice President of Mass, Direct & Digital Marketing, SickKids Foundation, Canada
- 8 **Patricia Corsi** Global Chief Marketing and Digital Officer, Bayer Consumer Health, Switzerland
- 9 **Adrian Farina** Chief Marketing Officer, Visa Europe, UK
- 10 **Andrew Geoghegan** Chief Marketing Transformation Officer, PZ Cussons, UK
- 11 **Claire Sadler** Chief Marketing and Fundraising Officer, British Heart Foundation, UK
- 12 **Angelique Waker** Director of Brand & Marketing Effectiveness, Bupa, UK
- 13 **Crystal Zerenner** Chief Growth Officer, Thinx, USA



INDUSTRY JUDGES

- 14 **Dr. Katie Best** Director, Katie Best Associates, UK
- 15 **Lesley Bielby** Co-Chief Executive Officer, Chief Strategy Officer, DiMassimo Goldstein, USA
- 16 **Shazia Ginal** Chief Executive Officer, Neuro-Insight UK
- 17 **Simon Gregory** Joint Chief Strategy Officer, BBH London, UK
- 18 **Agathe Guerrier** Global Chief Strategy Officer, TBWA\Worldwide, USA
- 19 **Catalina Gutierrez** M. Digital Director, Edelman, Colombia
- 20 **James Hankins** Global VP Marketing & Planning, Sage, UK
- 21 **Loz Horner** Lucky Generals, UK
- 22 **Richard Huntington** Chief Strategy Officer, Saatchi & Saatchi, UK
- 23 **Ben Jaffe** Chief Strategy Officer, FCB Inferno, UK
- 24 **Lin Liu** Chief Product Officer, MediaCom China
- 25 **Jason Lonsdale** Chief Strategy Officer, Deutsch LA, USA
- 26 **Claire Miller** Global Head of Strategy and Analytics, Lego Agency, UK
- 27 **Dr. Cathy Nguyen** Senior Marketing Scientist, Ehrenberg-Bass Institute, Australia
- 28 **Ivette Sanz** Osso Managing Director, Business Strategy & Client Excellence, Marina Maher Communications, USA
- 29 **Karl Salibi** Chief Strategy and Growth Officer, Publicis Communications MEA, UAE
- 30 **Carla Serrano** Chief Strategy Officer, Publicis Groupe, USA
- 31 **S. Subramanyeswar** Chief Strategy Officer APAC, Mullenlowe Group, India
- 32 **David Tang** Chief Executive Officer, DDB Asia, Singapore
- 33 **Helen Trickey** Managing Partner, Impact, Conspiracy of Love, UK
- 34 **Anna Vogt** UK Chief Strategy Officer, VMLY&R, UK
- 35 **Sarah Walker** Chief Business Strategy Officer, Essence, UK
- 36 **Karl Weaver** Chief Commercial Officer, What's Possible Group, UK
- 37 **Dan White** Brand Consultant and Author, Brand Consultant, UK
- 38 **Cat Wiles** Chief Strategy Officer, Cossette, Canada
- 39 **Denise Wong** Chief Executive Officer, One & All Agency, USA
- 40 **Erica Yahr** Chief Strategy Officer, McCann NY, USA

TECHNICAL JUDGES

- 41 **Chair of Technical Panel: Dr. Grace Kite** Economist & Founder, Magic Numbers, UK
- 42 **Stephen Cookson** Founder & Director, Sophometrics, UK
- 43 **Harry Davison** Manager, UK Marketing Science, Meta, UK
- 44 **Sally Dickerson** Chief Effectiveness Officer, OMG, UK
- 45 **Kathy Dykeman** Global Head of Client Measurement, Amazon, USA
- 46 **Ben Dudley** Director, Business Analytics, Go Daddy, UK
- 47 **David Grainger** Chief Strategy Officer, iProspect, UK
- 48 **Corinna Grant** Chief Client Officer & Managing Director, Independent Marketing Sciences, UK
- 49 **Marc Guldmann** Founder & Chief Executive Officer, Adelaide, USA
- 50 **Philip Hambach** Director Global Consumer Strategy, adidas, Germany
- 51 **Matt Hill** Director of Research & Planning, Thinkbox, UK
- 52 **Louise Horner** Head of Quantitative Research, Acacia Avenue, UK
- 53 **Sameer Modha** Data & Effectiveness Lead, Commercial Strategy Team, ITV, UK
- 54 **Koen Pauwels** Distinguished Professor of Marketing and Co-Founder of the DATA Initiative, Northwestern Uni, USA
- 55 **Giovanni Romero** Global Head of Integrated Analytics, Mindshare, UK
- 56 **Stephen Taylor** Joint Chief Strategy Officer, VCCP Media, UK
- 57 **Dr. Richard Thomson** Head of Analytics and Measurement, Finance/Services/Travel UK, Google, UK
- 58 **Olena Topilnytska** Director of Insight & Innovation EMENA, Nestlé Purina, Switzerland
- 59 **Marc Vermut** VP, The Knowledge Lab, Neustar, a TransUnion company, UK
- 60 **David Wright** Senior Marketing Effectiveness Consultant, IRI, UK

Baileys

The pleasure dividend

Client

Diageo

Entrants

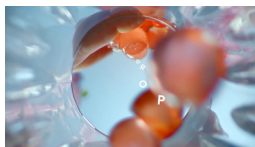
craig +bridget
Mother

Authors

Craig Mawdsley, craig +bridget
Bridget Angear, craig +bridget
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Katie Mackay-Sinclair, Mother

Contributing Authors

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Katherine Grandja, Diageo
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John Thomson, PHD
Christopher Brown, Kantar
Andrew Bertolaso, Gain Theory
Andrew Deykin, Data 2 Decisions



SUMMARY

This story is about how, between 2015 and 2021, Baileys moved from problem child to poster child. Reversing declining sales, a new idea unlocked new occasions, new users and new uses in 153 countries. Shifting Baileys from after dinner liqueur to anytime adult treat. This brand idea was almost twice as effective as anything the brand had done previously. Delivering €250m of gross profit over five years in the markets where it was modelled, €100m more than Baileys' previous ROI would have delivered, and €70m more than the category's average ROI.

Aldi UK

Kevin versus John - How a humble carrot usurped a national treasure to win the UK's Christmas Ad crown.

Client

Aldi UK

Entrants

McCann Manchester
UM Manchester

Authors

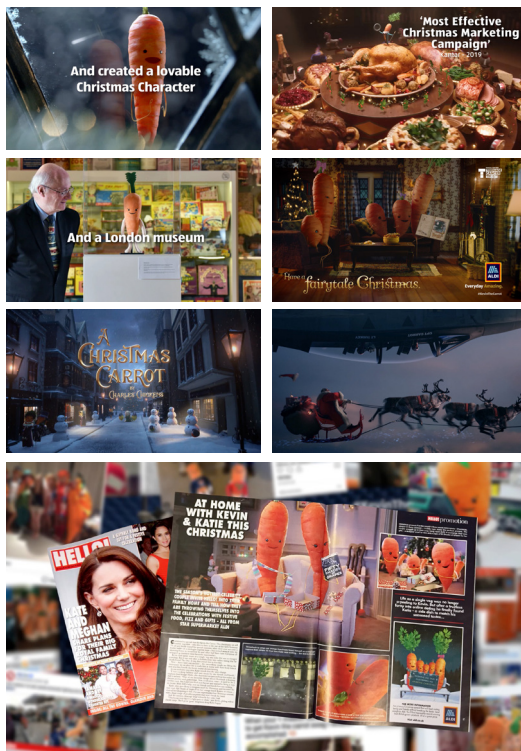
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Credited Company

Gain Theory



SUMMARY

Whilst most UK Christmas advertisers eschewed consistency in favour of newness and novelty, Aldi single-mindedly invested in making Kevin the Carrot famous. Establishing his character, casting allies and foes, writing imaginative storylines and building social engagement all helped make Kevin a household name. Vitally, this created positive associations with Aldi at Christmas, when shoppers' heads are turned by luxury, indulgence, and gift worthiness. Over six years Kevin even usurped John Lewis to become the UK public's favourite Christmas advertising and his fame allowed Aldi to both redress its historic Christmas trade-out and drove significant penetration growth into each New Year.

Pergraphica

From pushing paper to pulling on heart strings

Client

Mondi

Entrant

True

Author

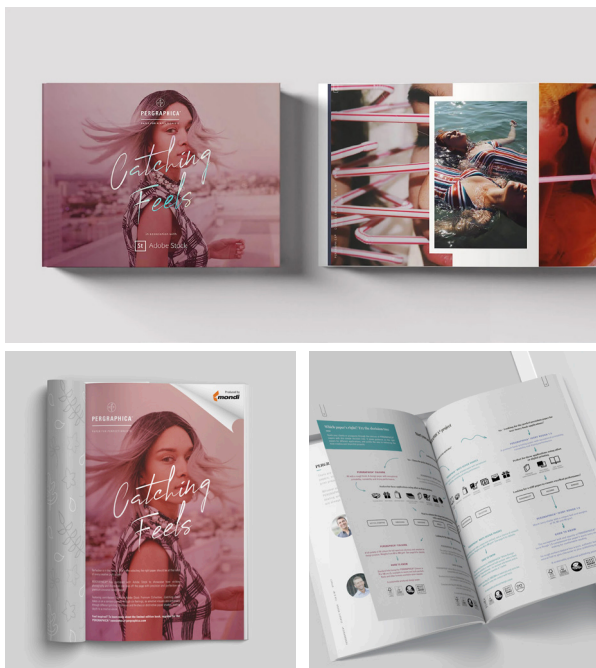
Cos Mingides, True

Contributing Author

Martin Harrison, True
Tom Busby, True

Credited Company

Adobe



SUMMARY

Mondi, one of the largest paper manufacturers, targeted share growth for its premium design paper brand, PERGRAPHICA®, amid industry uncertainty. This paper shows how Mondi re-balanced activities towards brand building, to persuade more end-users to insist on superior quality paper. The strategy involved partnership with Adobe, use of emotive films and other digital assets, and a creative idea of 'Catching feels', as a metaphor for making people fall in love with your creative project. Market share grew by 13% and sales volumes increased by 85% in a declining category.

Census 2021

The Power of Us; Involving Everyone in Census 2021

Client

Office for National Statistics

Entrants

M&C Saatchi
Manning Gottlieb OMD

Author

Richard Storey, M&C Saatchi

Contributing Authors

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Jocelyn Major, M&C Saatchi

Credited Company

Manning Gottlieb OMD



SUMMARY

In the midst of a lockdown, 97% of households in England and Wales completed the 2021 census. Communications combined a top down national broadcast campaign, with micro targeting of 58 harder to reach segments using multiple channels and languages. Messaging used a core proposition, 'it's about us, census 2021' to suggest people could represent their community on the census for that community's benefit. Analysis shows audiences completed forms ahead of schedule, with 88.9% filing online against a target of 75% saving taxpayers' money as well as underpinning census data quality.

Médecins Sans Frontières UK

How smart media investment delivered transformative change for MSF

Client
Médecins Sans Frontières UK

Entrant
M.i. Media

Author
Richard Slater, M.i. Media

Contributing Authors
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Nathan Kerr, M.i. Media

Credited Company
Crafted



AROUND THE WORLD

Around the world with MSF

WE'RE PROUD OF HOW WE SPEND YOUR CONTRIBUTIONS (MSF USA Annual Report 2018)

85%	13%	2%
ON OUR HUMANITARIAN WORK	ON FUNDRAISING AND SALES (UP FROM 10% IN 2017)	ON OFFICE MANAGEMENT

HAITI
MSF is helping Haiti to rebuild its health system in the wake of the earthquake.

SIERRA LEONE
MSF runs 12 health centres in Sierra Leone, providing care for 100,000 people.

SYRIA
A humanitarian crisis in Syria has led to a massive influx of refugees. MSF is providing medical care to these people.

CENTRAL AFRICAN REPUBLIC
A global pandemic with the high mortality rate of Ebola is spreading in the Central African Republic.

MALAWI
MSF provides medical care to people with HIV/AIDS in Malawi. MSF also provides care for people with tuberculosis.

NIGERIA
A deadly outbreak of a virus is spreading in Nigeria. MSF is providing medical care to these people.

YOUR SUPPORT MAKES OUR WORK POSSIBLE PLEASE HELP US SAVE LIVES AND DONATE AT MSF.ORG.UK/DONATE

SUMMARY

MSF is a charity who are heavily reliant on fundraising income to support its life saving work. This case describes how MSF more than doubled its annual income over a 10-year period in which charitable giving sharply declined. MSF's case demonstrates that by taking a long-term approach to short term activation, a virtuous circle has been created between increased fundraising income and growth in media spend, which in turn drives income further. This approach has been powered by audience insight, evidence-based decision-making and close collaboration between client and agency specialists.

Sandy Hook Promise

Back-to-School Essentials

Client

Sandy Hook Promise

Entrant

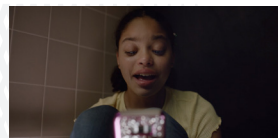
BBDO NY

Author

Benjamin Bass, BBDO NY

Credited Companies

PHD
Dini Von Mueffling Communications
Smuggler



SUMMARY

This case describes how advertising about school shootings cut through for the Sandy Hook Promise charity, which trains people to detect warning signs in individuals planning to carry out gun violence. An emotive TV spot began with a traditional 'back to school' storyline before showing how gun violence had become normalised for US schoolchildren. Print, Outdoor, social media and radio ads adapted the theme. The ads generated media coverage worth \$7.6m, and spikes in searches and social media mentions. Evidence is presented of other impacts from increased numbers of SHP trainees to donations and bi-partisan political support.

SHORTLIST NOT-FOR-PROFIT

SickKids

Delivering Transformational Growth.
SickKids VS The Greatest Challenges in Child Health

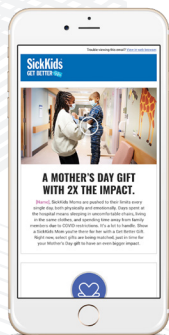
Client
SickKids Foundation

Entrant
Cossette

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Emily Lewis Keane, Cossette

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Alex Hughes, Cossette
Nathaniel Lazare, Cossette

Credited Company
Holmes & Cook



SUMMARY

This is a story about transformational growth of the journey made by SickKids, a children's hospital in Toronto, to finance a badly needed new hospital building. At a cost of \$1.5bn this was the largest fundraising campaign in Canadian healthcare history. SickKids' new communications platform 'VS', acted as a powerful magnetic force, attracted donors, generated inimitable publicity and world-class talent. The idea has delivered a ROMI of 256% (minimum), closing a \$375m funding gap and hitting SickKids' \$1.5bn target one year early. VS not only changed the narrative surrounding childhood illness, but its future trajectory too: benefiting children's lives worldwide.

Barclays

Purpose Pays: The Next Chapter

Client

Barclays

Entrant

BBH

Author

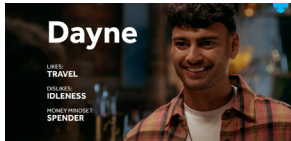
Robert Meiklejohn, BBH

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Sarah Stallwood, Annalect
Manon Rubinstein, Annalect

Credited Company

OMD



Dayne

LIKES
TRAVEL
HATES
IDLENESS
MONEY MINDSET:
SPENDER



Yasmine

LIKES
CULTURE
HATES
LACK OF AMBITION
MONEY MINDSET:
SAVER

SUMMARY

Covering 2018 to late 2021, this case builds on an earlier Barclays paper to demonstrate how the bank combined commercial and social purpose objectives. A core insight was that by improving consumers' confidence in managing money, the brand could grow prompted consideration, and its share of current accounts and mortgages. Initially, communications showed consumers 'bossing' money. Later, they were seen controlling their 'Moneyverse'. During peak COVID-19, the bank focussed on purpose messaging to reassure customers. Barclays Money Mentors also provided advice. Overall, the strategy delivered an estimated £3.97 of profit for every £1 invested in marketing.

Boursin

From the Christmas Cheeseboard to the Summer Picnic Blanket

Client

Bel

Entrant

Spark Foundry

Author

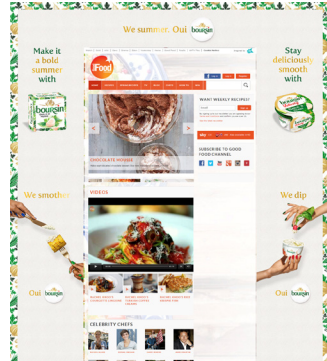
Joe Wood, Spark Foundry

Contributing Author

Lynne Quinn, Spark Foundry

Credited Companies

Bel Group
Popcorn



SUMMARY

Boursin, the premium cheese brand, had been in long-term decline, with decreasing sales and penetration as a result of pressure from supermarket own label products. The brand also had an over-reliance on sales at Christmas. In response, a concerted effort over four years was devised across a range of marketing functions and agencies, to widen usage occasions to include picnics, barbecues, other events, and 'any day indulgence', in order to reverse the declines in sales and penetration. Results included: higher sales at a higher value; increased penetration; and annual values sales growing more than three times faster than the category.



Cadbury

"There's a glass & a half in everyone"

How intrinsic purpose can transform a brand's fortunes

Client

Mondelez

Entrant

VCCP

Authors

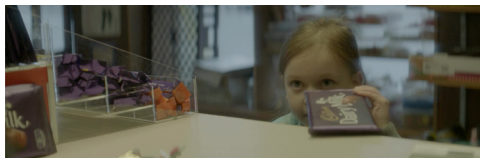
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Hannah Martin, VCCP

Credited Company

Mondelez



SUMMARY

This paper details the turnaround of one of the UK's most iconic brands, Cadbury. After years of decline precipitated by a hostile takeover and exacerbated by a loss of focus on its core product Dairy Milk, Cadbury reoriented around its intrinsic purpose - generosity. The resulting campaign - "There's a glass & a half in everyone" - has re-established love for Dairy Milk, rebuilt the Cadbury brand, and has inspired the generosity of millions of Britons. In turn, annual value sales have risen 22% since the campaign launched - considerably above the original 9% target - in the process generating £261m additional revenue per year.

Cazoo

The art of instilling confidence

Client

Cazoo

Entrant

Engine, Cazoo

Author

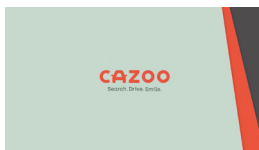
Simon Butcher, Engine

Contributing Authors

Lucas Bergmans, Cazoo
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Credited Companies

Goodstuff
Folk
Kantar



SUMMARY

This paper describes marketing's role in the growth of Cazoo, the online used car retailer, in two years from start-up to a stock market listing with a valuation of \$7bn. Communications needed to drive consideration and trust among consumers who might be nervous at buying cars without seeing them offline or test driving them. Elements of the strategy included investing heavily in TV, outdoor and other offline channels, and partnerships with Premier League football. Cazoo increased consideration and confidence in Cazoo, and reduced by 57% the cost of customer acquisition.

Cherries from Chile

Enjoying the Red Moment in China with Chilean Cherries

Client

ASOEX A.G. (Chilean Fresh Fruit Exporters Association)

Entrant

ASOEX A.G.

Authors

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Marian Schmid - Consultant
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Credited Companies

Havas China
PLTFRM
Daymon



SUMMARY

This case study documents how Chile's cherry export industry tripled consumption of Chilean cherries in China over a period of four years – from March 2016 to February 2020 – and increased the total export value from US\$ 552m to US\$1.4bn (+160% growth). This feat, in tandem with a planned production expansion, was accomplished through successive B2B and B2C Chinese marcomms campaigns which took a fruit previously viewed as a commodity and successfully positioned it as a seasonal, aspirational treat to be "enjoyed at every red moment". It is estimated that the strategy generated an incremental US\$111.1m of export revenues.



Domino's

The hills are alive with the sound of pizza

Client

Domino's

Entrant

VCCP

Author

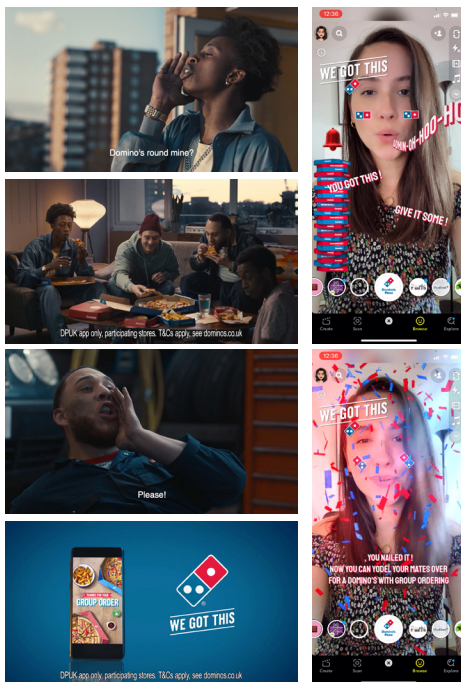
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Clare Hutchinson, VCCP
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Sarah Reed, Ebiquity
Rebecca Rose, Domino's Pizza Group UK&I
Grace Kite, Magic Numbers

Credited Companies

Domino's
VCCP Partnership
Girl&Bear
Havas Media Group
Ebiquity
Brand Ignite
The Smaller Boat
Zappi
Davies & McKerr



SUMMARY

During the lockdown, Domino's was losing orders and market share, reflecting the rapid growth of Deliveroo and other heavily advertised rivals. This case describes how Domino's responded when social gatherings were resuming in mid 2021 by investing in communications, in which distinctive audio branding – a yodel – featured in scenes of friends enjoying Domino's pizza. To create high awareness, galvanise participation and activate demand, a wide variety of channels and formats were used. Those communications cut through and the yodelling engaged the target audience. Brand metrics improved, orders were 2.7m higher and market share experienced rapid growth.

Dove

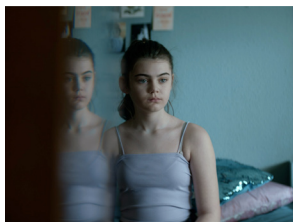
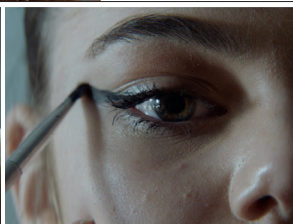
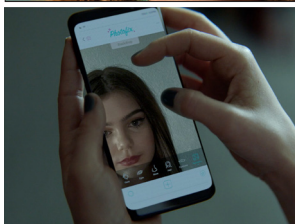
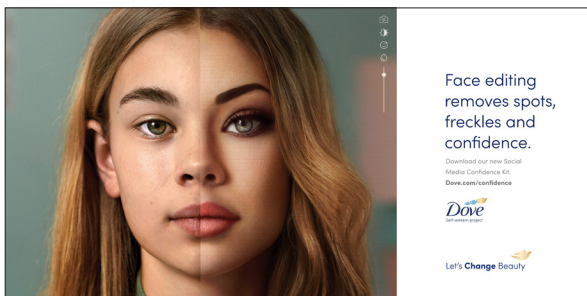
Taking on taking selfies. How Dove continues to deliver business value through social impact.

Client
Unilever

Entrant
Ogilvy UK

Authors
Ila De Mello Kamath, Ogilvy UK
Mark Callendar, Ogilvy UK
Justin Jackson, Ogilvy UK

Credited Companies
Edelman New York
Mindshare New York



SUMMARY

This case builds on Dove's long-held belief that its purpose-driven messaging builds 'brand power' – a combination of how salient, different, and meaningful Dove is seen as, which in turn drives commercial performance. In this instance, Dove highlighted the negative influence of re-edited social media selfies on women's self-esteem. Activities included a film, outdoor ads, and a partnership with the music and social media star, Lizzo. Results, which focus on the US, include 3.4bn impressions, above target rises in awareness of the Dove Self Esteem Project and downloads of an associated toolkit, and a \$73.3m uplift in US sales.

eve Sleep

Helping the nation switch off with eve Sleep

Client
eve Sleep

Entrant
Creature

Authors
Andrew Gibson, Creature
Cheryl Calverley, eve Sleep

Credited Companies
Pearl Metrics
Arthur and Martha
Croud
Goodstuff Communications



04 17 19 02
DAYS HOURS MINUTES SECONDS

bagsy 30% off

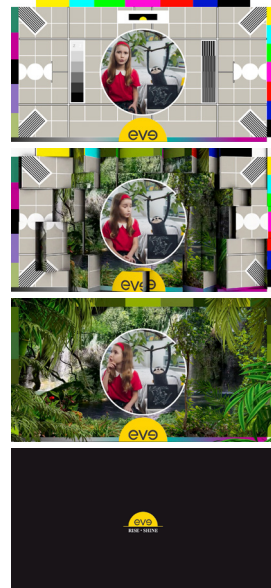
As we march towards MARCH Eve Sleep, where is the other group's sale when you need to make head to celebrate the start of February. Because that's... **sublimely comfy** right?

Get 30% off any order over £100 by using the code **SUM30** at checkout. Cash only.

SEARCH BAGS

sublimely comfy mattresses

We think the best of any sleep opportunity is the mattress. Our mind-blowing memory foam and heavenly triple (steel spring and foam) all come with 11 year beds so you know for sure you've bought the mattress of your dreams.



SUMMARY

Eve Sleep, the online retailer of mattresses and other bedding products, needed to make its marketing strategy more effective for its scale-up business. The business had a few objectives: to reverse its share price decline; achieve 15% gross sales after discount (GSAD) from non-mattress products; and grow total GSAD and move into sustainable profitability. Econometrics provided insights to make spend and channel choice more effective and to target consideration as a key metric to drive sales. Distinctive creative was developed, including a fluent device of a sloth. The case details evidence that the strategy exceeded targets, and provides general learning for scale-ups.

Hargreaves Lansdown

Robbing the bank – Turning the nation’s savers into investors

Client

Hargreaves Lansdown

Entrant

McCann Demand

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Credited Company

Hargreaves Lansdown



SUMMARY

Hargreaves Lansdown, a UK investment platform, transformed declining growth by convincing cash loyal savers to move their nest eggs into a Hargreaves Lansdown Stocks and Shares ISA. Hargreaves Lansdown needed to reenergise growth to avoid falling into decline by Q4 2022. The ‘Switch Your Money On’ campaign spoke to cash savers, using loss aversion to spell out the ease of switching, and explain how cash was languishing, and customers’ money could work harder. Hargreaves Lansdown achieved a 30% increase in assets under administration, a 41% uplift in net new clients, and a ROMI of £14.59 revenue for every £1 invested.

ITV and VegPower

Eat Them to Defeat Them by ITV and VegPower: How a big, silly idea solved a big, serious problem

Client

ITV and VegPower

Entrant

adam&eveDDB

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Contributing Authors

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Hugh de Winton, adam&eveDDB
Amrit Dhadwal, ITV
Susie Braun, ITV
Jo Ralling, Food Foundation
Dan Parker, Food Foundation
Sara Keegan, adam&eveDDB

Credited Companies

Goodstuff Communications
Essence



SUMMARY

In 2019, severe obesity in year 6 UK children was at an all-time high. To get 1m children eating one more portion of vegetables a week, ITV and Veg Power launched a communications strategy inverting public health advertising by suggesting vegetables were despicably evil and children should 'Eat Them to Defeat Them'. This case includes evidence that, following this messaging, kids were 19% more likely to agree that eating vegetables was fun and 54% more likely to ask parents for more vegetables. In three years, the strategy generated an estimated 981 million portions, or £98.1m of incremental sales.

KFC

'The Right Way' to rebuild a brand

Client
Yum! Brands

Entrants
Mother
Mindshare

Authors
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Jack Hinchliffe, KFC
Amy Binns, KFC
Chris Gallery, Mother
John O'Gorman, Mindshare



SUMMARY

KFC had an iconic product and endline, but a brand and business in stagnation. This paper details how the UK marketing team and agencies created a new strategic platform and communications approach, to fuel a much-needed business transformation. From 2017-2021, 'The Right Way' was a north star for the entire business, delivering a brand turnaround (positive brand impression for the first time ever), accelerating revenue growth to over £1bn, and overcoming two of the biggest crises in the business' history, all with an ROI of £3.81. It helped define food innovation, restaurant design, team member experience and even category-leading chicken welfare.

Lamb

How 'Make Lamb, Not Walls' made history for MLA.

Client

Meat & Livestock Australia

Entrant

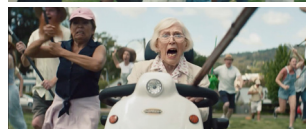
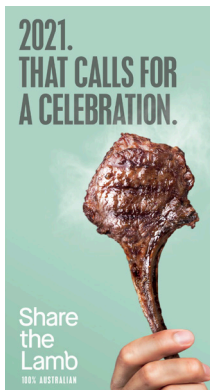
The Monkeys Australia

Author

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Accenture Song

Credited Companies

The Monkeys Australia, part of Accenture Song
One Green Bean
UM Sydney



SUMMARY

In 2020, Australian Lamb consumption was the lowest in a decade. Changing diets, record-high prices and COVID-19 restrictions had reduced lamb consumption occasions, especially BBQs. Communications' role was to put lamb back in public awareness, justify its price premium and prompt purchase. A provocative online film and ad campaign satirised the disputes between Australian states in the pandemic, calling on Australians to unite and 'Share the Lamb'. The campaign drove national fame, research tracking showed increased awareness and willingness to pay a premium. Annual volume sales grew 13% and it is estimated that communications drove AUS\$18.3m of incremental revenues.

Long Live the Local

How the many changed the mind of an audience of one

Client

British Beer and Pub Association

Entrant

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Author

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Credited Companies

Havas Media
One Green Bean
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SUMMARY

This case describes how a four-year campaign galvanised the British public and local MPs to change the mind of successive Chancellors and save the beer and pub industry £2.5bn in profits. The strategy reframed the issue of beer tax, and used the Parliamentary process, to orchestrate a protest movement that simply couldn't be ignored. Messaging used films, social and PR to mobilise the nation. Over 19m people reacted to posts, and films were viewed more than 45m times. Most importantly, the campaign converted awareness into action to overturn the decision at the top.



McDonald's

Famous Orders – How McDonald's created a new generation of fans

Client

McDonald's

Entrant

Wieden + Kennedy New York

Authors

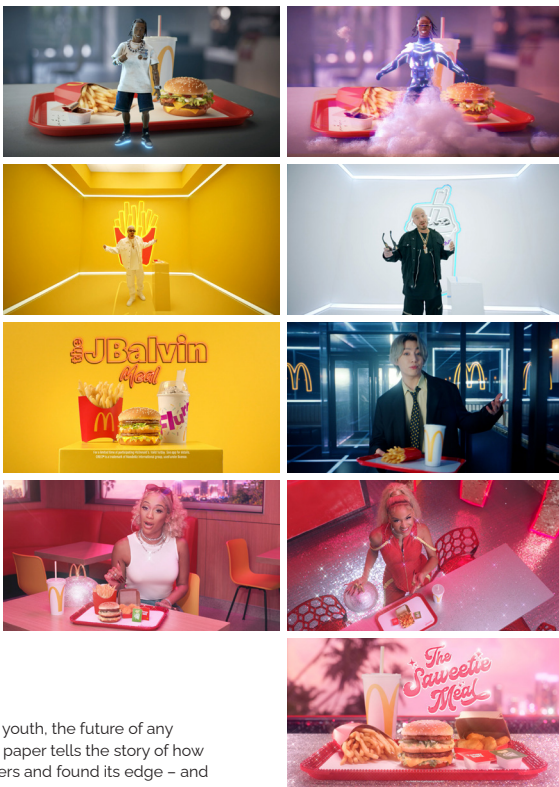
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Credited Companies

The Narrative Group
ALMA DDB
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SUMMARY

McDonald's in the US had lost touch with youth, the future of any category, and needed a way back in. This paper tells the story of how a market leader challenged the challengers and found its edge – and created a new generation of fans. Based on the insight: "Everyone has a McDonald's order", Famous Orders turned going to McDonald's into a cultural event, and brought young people to the restaurants in droves. It became an engine of growth for the brand and the business, driving hundreds of millions of dollars in sales, and cemented a reappraisal with youth.

McDonald's

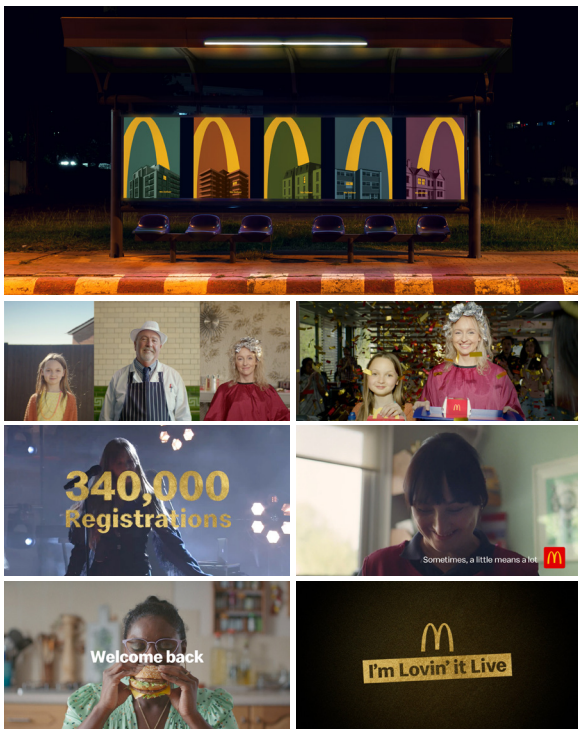
How We Got Customers Lovin' It And Kept Them Lovin' It,
No Matter What.

Client
McDonald's

Entrants
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SUMMARY

This case details how McDonald's UK used brand-building to rekindle the trust and love of the British public and, in doing so, drive 15-years of almost continuous growth despite: a catastrophic PR crisis, category fragmentation, and the devastating closures of COVID-19. Guided by a simple strategic recipe, these investments in creativity, planning, and broadcast media not only helped to recover the McDonald's brand and transform it into a much-loved cultural institution, but also contributed an estimated total of £4.7bn in incremental short and long-term sales.

Rugby League World Cup 2021

How togetherness sold tickets in lockdown Britain

Client

Rugby League World Cup 2021

Entrants

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Credited Companies

Hatch PR
GoodForm Group



SUMMARY

The Rugby League World Cup 2021 had 64% more tickets to sell than the previous time England had hosted the tournament. The organisers wanted to sell tickets earlier and to recruit new fans. Objectives for communications were to drive reappraisal, relevance and consideration of Rugby League as a sport. This case describes how a ballot to apply for tickets was launched and communications celebrated the 'power of togetherness' using TV, digital display, radio, social, and PR. Ticket sales and new additions to a fan database exceeded targets, and £5m of ticket revenues were generated.

Schmackos

Sales Go Wacko For Schmackos

Client

Mars Petcare

Entrant

adam&eveDDB

Author

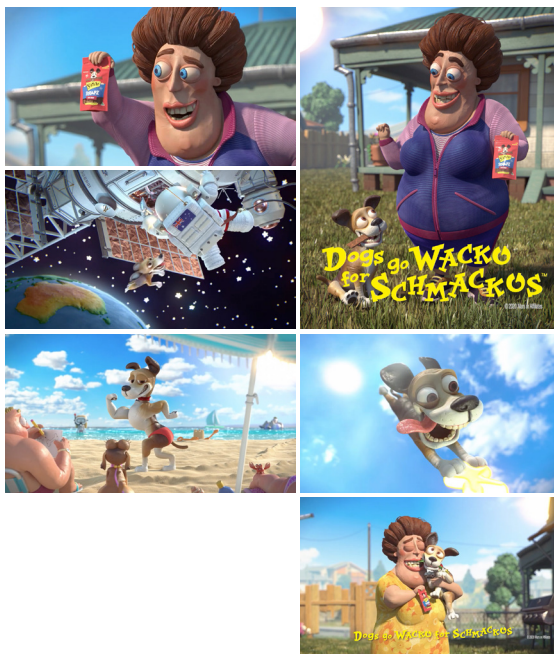
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Credited Companies

MediaCom
Magic Numbers



SUMMARY

This is the story of how Schmackos, Australia's dog treat brand, reversed a five-year sales decline by reinvigorating a 30 year-old campaign platform of 'Dogs go wacko for Schmackos', radically refreshing its distinctive animated assets of Roger the dog and owner Dorothy. The majority of media spend was invested in TV with a small amount of social. Evidence is presented that annual sales increased by 21%, volume market share grew by 19%, and use of promotions decreased. Econometrics is used to isolate the impact of advertising on sales growth from the impact of increased dog ownership during COVID lockdowns.

Tesco

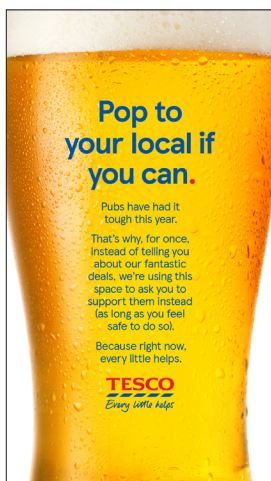
From serving shoppers to serving the nation

Client
Tesco

Entrants
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SUMMARY

After a successful 2015-2019 turnaround story, COVID-19 brought new challenges for Tesco. This IPA entry is not a story of short-term gains, but a continuation of a long-term strategy that continued to pay dividends. Through a ruthless focus on the drivers of supermarket choice (trust, quality and value), the approach helped Tesco gain market share and build brand equity. It is estimated that £644m of incremental profit was generated at a ROMI of £3.54.

Vodafone

Curated inconsistency: how being inconsistent helped Vodafone Ireland reboot its broadband business

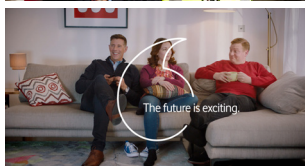
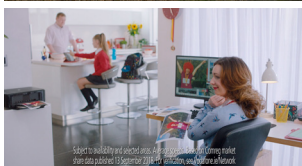
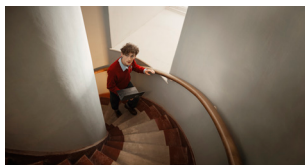
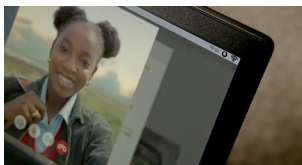
Client
Vodafone

Entrant
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Credited Company
Carat



SUMMARY

Although the country's biggest mobile provider, Vodafone was a distant third in Ireland's home broadband market. This case details the effectiveness of strategy over three years to increase profitability of the brand's share of Irish home broadband by growing awareness, credibility, and consideration, and by increasing share of voice. An initial phase of ads featured a TV celebrity architect demonstrating the benefits of home broadband. Later, Vodafone employed its masterbrand approach of linking its brand to family dramas. Share increased by 0.49 points a year, and Vodafone became the fastest-growing brand in the broadband market.

Volkswagen

Fuelling the future: How advertising helped fund the re-engineering of Volkswagen

Client

Volkswagen

Entrants

adam&eveDDB
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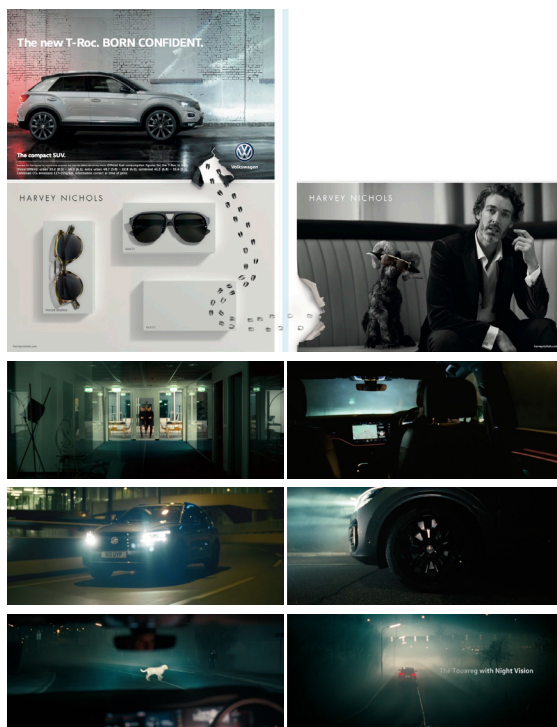
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Credited Company

Tribal Worldwide



SUMMARY

This case study details how, after Volkswagen's emissions crisis, effective advertising drove sales of SUV vehicles, generating £677m of incremental revenue in five years towards the cost of realising Volkswagen's ambition to convert production to electrical vehicles. Advertising for Volkswagen SUVs, distributed via innovative media placements and ITV sponsorships, was well liked and grew awareness, consideration, and other brand metrics. Sales and share of SUVs, and Volkswagen's overall UK market all increased. Comparing Volkswagen UK's performance to markets where the ads did not run is used to isolate the effectiveness of communications.

Waitrose & Partners

Making Purpose Taste Good

Client

Waitrose & Partners

Entrants

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Author

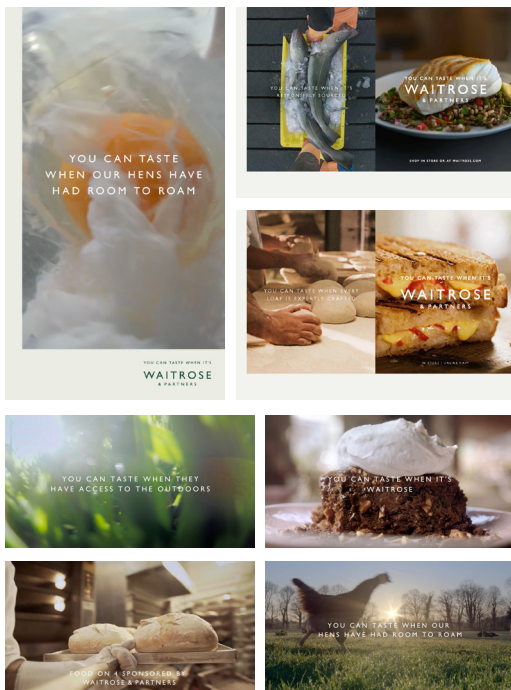
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Credited Company

Kantar



SUMMARY

Waitrose is the UK's premium supermarket and was founded on a mission to 'lift the food industry to a higher plane'. In 2019, this quality advantage was being threatened by increasing competition, leading to stagnant sales and declining share. This case illustrates how Waitrose turned the business around between 2020 and 2021 by making a clear link between brand purpose and great tasting food. 'You Can Taste When It's Waitrose' helped the brand reclaim its competitive advantage and gain £216m incremental sales in Year 1 – generating £3 of profit for every £1 spent in a particularly challenging year.