



## THE CHALLENGE

Mastercard is well known in Nigeria but getting people to consider and choose Mastercard as their number one platform for seamless payments especially during travels is the challenge. This campaign therefore aimed at addressing the needs of business owners and consumers looking for easier and faster ways to receive and make payments without relying on cash with the introduction of Mastercard Contactless payment as a convenient and reliable payment option for the masses. All that is required is "Tap, Scan & Pay by Link"

## INSIGHT & STRATEGY

Research showed that there are over 40 million plus small businesses seeking easier means of accepting payment due to their relatively small profit margins. With the use of CCS, we were able to deep-dive and get the best channel and media mix for this campaign. As the campaign targeted people across different social and work groups, we needed a synergized way of reaching both our target audience (SMEs and HNIs) effectively. From our insights, we learnt that both target audience are both amenable to media messaging that are graphic and catchy. We also took into consideration peak time of the day or TA are most receptive to media message. Therefore, our strategy was to engage our consumers using two pillars - awareness and activation/usage - of contactless payments, taking into consideration content consumption in the African market, encourage product uptake and usage by doing an immediate follow-up after awareness with high-level activation and usage steps for consumers respectively to show how easy these products are to use

## EXECUTION / SOLUTION / INNOVATION

We developed a 15-minute sponsored segment on very high-rated radio stations during peak hours (morning and evening.) OAPs were leveraged to unveil Mastercard's low-cost contactless payment as the solution to difficult means of payment and exorbitant charges by POS vendors. Transaction concerns (like safety, ease of use, how fast, etc.) were OAPs to emphasize the functional benefits of Mastercard's low-cost contactless payment and push the message "Make it Mastercard." From our consumer insights, we understood the need to validate the proposition from the horse's mouth therefore we organized a live guest appearance show for our client to speak to consumers directly on radio. Representatives of Mastercard visited selected radio stations to educate listeners on how to use this type of payment system and responded to questions from listeners. To leave a lasting impression on commuters and viewers, we optimized the utility of the 3D-enabled DOOH screen, Airport branding, bus branding in Lagos and Abuja. A 10-second animated video with immersive 3D effects was displayed on rotation and exposed once every 1-2 minutes. This effect amplified the impact of the messaging in Lagos and Abuja. We also kept the momentum going by maintaining brand reach/noise level with media activity across key media channels offline.



### BUSINESS/ BRAND RESULT

A significant uptake in the number of downloads on google play store, use of the Mastercard app for contactless payment

### CAMPAIGN RESULT

1. We surpassed planned reach objective by 8% at the end of the campaign
2. Estimated Weekly Vehicular Reach: 513,569
3. Total number of Online Engagement: 396 Views
4. Total number of Social Media Engagement: 4.5k Views, 451 Likes & 235 Comments.
5. Over 70% of the audience pool was reached via multimedia campaign activation and TOMA ratings was improved by +4% with significant degree of attribution to the 3D DOOH execution.

## THE CHALLENGE

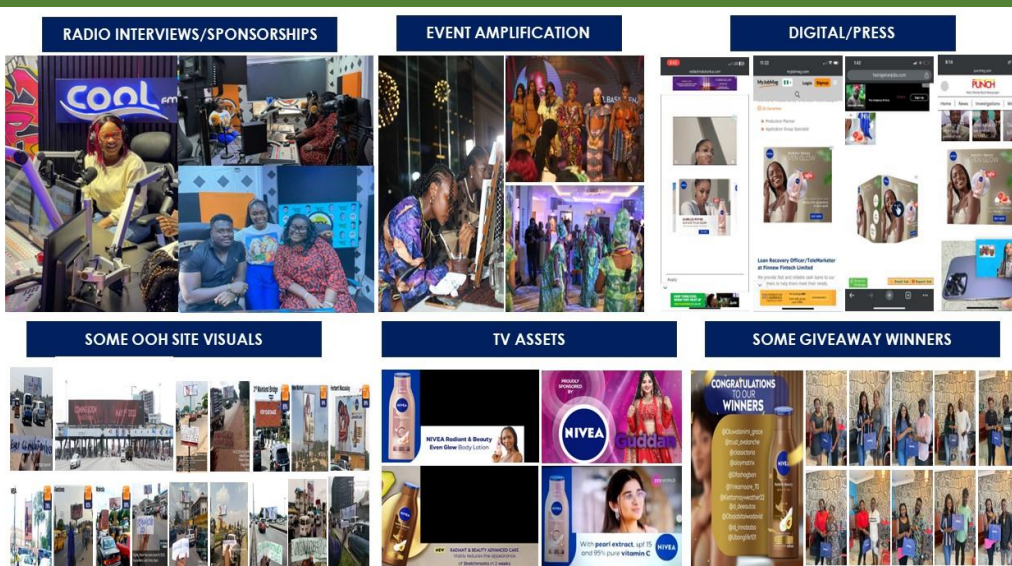
- NIVEA's research showed that **unique skincare need(s) deserve unique skincare solution(s) as melanin-rich, darker skin tones experience skin concerns such as very dry skin, dullness of the skin, uneven skin tone, dark marks, and stretchmarks on certain areas of the body.** As such, NIVEA Radiant and Beauty Range developed new variants Advanced Care and Even Glow to address these unique skin concerns. The Radiant and Beauty Range Campaign was developed to launch the Advanced Care & Even Glow brands in the Nigerian market and portray the new body lotions as the solution to these skin concerns, hence the need for an effective media campaign to promote the brands.

## INSIGHT & STRATEGY

- Using our proprietary CCS data, we learnt that over 80% Nigerian women 18+ YO are conscious of their skin and what is applied on it because 78% value their personal appearance as it says everything about them. From NIVEA's research on skin types, African skin requires special hydration and moisturization that few brands provide, thereby forcing consumers to mix various products to achieve sufficient skin moisturization. Following the insight, NIVEA wanted African women to understand that every shade of their skin is beautiful and deserves to glow in the best way possible. All that is required is to understand your shade and make it glow. This led to the strategic campaign theme by NIVEA "For Your Shade of Beautiful". To drive this home via media, our strategy was to build consumer knowledge & education through online/offline campaign activities to create awareness of the new brands and deepen emotional connection. Beyond awareness and education, we added a third leg to support trial and advocacy. For a sustainable mental availability, we devised a media theme to KNOW AND EXPLORE, which gave us the latitude to unlock media to build knowledge about our brands, connect the consumers to this knowledge and support their trial journey through various channels.

## EXECUTION / SOLUTION / INNOVATION

- In collaboration with all marketing comms partners of Beiersdorf, the range was officially unveiled to the consumers at an African themed experiential event tagged "For Your Shade of Beautiful" gathering consumers, NIVEA influencers led by Beverly Naya and Linda Ejiofor, media personalities, celebrities, members of press, and cultural icons. NIVEA made it a gathering of cultural melanin brought to live on Instagram, Facebook, and YouTube channels. Event was also amplified on TV, print, blog editorials, etc.
- In the KNOW phase, we set out to reach younger and older female audiences aged 18-50 with the most impactful formats: banners and videos were personalized for the younger and older audiences and deployed programmatically on websites and apps. A synergy of diverse placements on Facebook and Instagram such as reels, feed, and stories worked to help us empower women to embrace "For our shade of beautiful," while we reached snapchatters via stories and snap ads on Snapchat
- We kept the momentum going by maintaining brand reach/noise level with always on media activity across key media channels both offline and online. Specifically, to draw higher reach and consumer engagement, we partnered with Zee World to sponsor their title "Guddan" from 6pm – 7pm daily based on our analysed 62% reach and affinity index of 110i affinity with women 18+. Beyond placing our brand's classical ad messages, we activated use of animated squeeze-backs, logo pop-ups, bumper ads, opening/closing credits, and call-to-watch throughout its season



## Result / Business Effect

- Surpassed overall reach @ 3+ KPI for ATL media by 6% vs planned.
- Exceeded digital marketing reach KPI by 56% and engagement by 252%.
- 200% increase in brand love in 6 months of campaign.
- 3bn naira sales value within the first 6 months of the campaign.