**Innovation Awards form**

To enter your award, please complete the following fields with details of your entry. Once complete, this form and any assets need to be sent to whoever is uploading your case study.

Please provide all assets (images, videos, supporting docs), that accompany this entry.

**Section 1**

All fields are mandatory are marked with a \*

|  |  |
| --- | --- |
| Case Study Title\* | LAUNCHING NIVEA MEN IN NIGERIA |
| Brand\* | Nivea |
| Contact Name\* | Igwe Okeke |
| Client\* | Beiersdorf – Nivea |
| Client Brand\* | Nivea Men |
| Team that created the work (names)\* | Adeola Amosun, Samuel Abichele, Igwe Okeke, Yetunde Adegbite, Olamide Adeyemo, Sola Fijabi, Temilade Adejumo, Robert Dike and Marian Ogaziechi |
| Describe a summary of your campaign in 40 words\*  This copy will appear in summary boxes and in search | We launched Nivea Men via a unique football and PR platform called The Higher Institutions Football League (HIFL); a 9-month seasonal activation that connected the brand with the consumer passion in alignment with Nivea Men’s global partnership with Real Madrid |

**Section 2**

|  |  |
| --- | --- |
| Primary Market\* | Nigeria |
| Other Markets involved |  |

Select the Category/Industry by putting an X in the box (you can only select one for tagging purposes):

|  |  |
| --- | --- |
|  | Alcohol and beverages |
|  | Automotive |
|  | Business support and supplies |
|  | Charity and CSR |
|  | Computers and electronics |
|  | Construction and constructors |
|  | Education |
|  | Entertainment, TV and Film |
|  | Fashion |
|  | Finance and banking |
| x | FMCG |
|  | Food and dining |
|  | Government |
|  | Hair and Beauty |
|  | Health and Medicine |
|  | Home and Garden |
|  | Legal and Financial |
|  | Media and Marketing |
|  | Professional services |
|  | Retail |
|  | Property & Real estate |
|  | Religion |
| x | Sport |
|  | Technology |
|  | Telecommunications |
|  | Travel, transport and Tourism |
|  | Utilities |

Select the channels by putting an X in the box (you can select multiple for tagging purposes)

|  |  |
| --- | --- |
| x | Experiential |
|  | Mobile earned media |
|  | Mobile owned media |
|  | Mobile paid media |
|  | Online earned media |
|  | Online owned media |
|  | Online paid media |
|  | Other |
|  | Outdoor (inc. digital) |
| x | PR |
| X | Press |
| x | Radio |
| x | Sponsorship |
| x | TV |

Select the creative formats/media partnerships by putting an X in the box (you can select multiple)

|  |  |
| --- | --- |
| x | Online ads |
|  | Film |
|  | Game |
|  | Mobile app |
|  | Mobile site |
|  | Website |
| x | TV ads |
| x | Out of home posters |
| x | Radio ad |
|  | Digital Posters |
|  | Homepage Takeover |
| x | Press ads |
| x | Social media app |
|  | Social media commerce |

Select the challenge by putting an X in the box (you can select multiple):

|  |  |
| --- | --- |
| x | Attract a new audience |
|  | Change perception of brand |
|  | Changing behaviours |
|  | Charitable fundraising |
|  | Crowd Sourcing Innovation |
|  | Decrease Acquisition Costs |
|  | Defend against competitive threat |
|  | Deliver multi-market integration |
| x | Enter a new market |
|  | Increase average order value  Increase Digital Sales |
| x | Increase Loyalty |
| x | Increase Market share |
|  | Increase ROI |
|  | Integrate multiple channels |
|  | Launch a new brand |
|  | Launch a new product |
|  | More effective ways to segment and target |
|  | Product Innovation |
|  | Re-launch a brand |
|  | Sponsorship |

Campaign start and end dates. These have to fall in 2020 to be eligible for this year’s awards

|  |  |
| --- | --- |
| Campaign Start\* | March 2021 |
| Campaign End\* | September 2021 |

**Section 3**

|  |  |
| --- | --- |
| **Enter the Challenge**  What was the business challenge & context? This should be simple, clear and business centric. Provide competitive context.  (200 words max) | In other markets, Nivea Men is well-known especially through the brand’s global partnership with Real Madrid Football club. However, in Nigeria the brand struggled with visibility and awareness due to the absence of a unique platform targeted at young male consumers 18–35 years old. The key challenge was how to build meaningful awareness and connection for Nivea men in Nigeria leveraging football as a passion as well as encourage purchase and trial. |
| **Enter insight and strategy**  What was different and better? The insight, strategy and planning enabling brands to effectively engage consumers.  How deep understanding of the audience/consumers has created a transformative effect on the  business?  (200 words max) | Our data showed that over 70% of young male consumers are passionate about football. This passion goes beyond just watching the game; they want to be a part of the game. Therefore, it made sense to seek a football platform where they will not just be watchers but partakers in the game. However, the available premium football opportunities were crowded with brands from different categories and were not open for participation, hence will not give Nivea Men the opportunity for meaningful connection. We needed the youth to watch, play and be a part of Nivea Men family united through their passion. Our insight also showed that over 50% of our target consumers were students in Nigeria’s widely spread higher institutions space, hence it will make business sense to leverage an opportunity targeting the tertiary student population to create awareness, participation and connection. Then there was the challenge of the dearth of opportunities in this space as NUGA (Nigeria University Games) and NIPOGA (Nigeria Polytechnic Games Association) are no longer in existence. There was a need to dig deeper and innovate outside of media. |
| **Enter execution/solution/innovation**  Tell us your story.  Showcase solutions that are data-driven, tech-enabled & creatively driven, that are re-shaping the conversation between brand and consumer   (200 words max) | We ideated and saw an innovative opportunity through PR. We partnered with PACE Sports to create a segment of platinum sponsorship for  Nivea Men within the innovative 9-month seasonal Nigeria Higher Institutions Football League (HIFL) to drive awareness, participation and connection with our target consumers.  Nivea Men became the premium category partner on HIFL; the biggest collegiate independent football platform in the market.  We created branded football kits for all universities that participated in the league giving Nivea Men more mileage.  We created public interaction events through press releases and media briefing sessions before and after the league which gave opportunity for brand managers and stakeholders to speak about Nivea Men.  We developed highlights of key matches across Nigerian universities and took over 1 hour airtime on DSTV SuperSports9 every Friday at 8pm tagged GAMETIME. GAMETIME was also transmitted on key terrestrial network TV stations such as NTA and AIT on Saturdays primetime through out the season.  We developed a SUPER 4 sub segment of the competition where the top 4 teams came to Lagos to compete for the grand prize and the winners medals. This gave opportunity for the alumni of these universities to form supporters clubs for their colleges all sponsored by Nivea Men. All SUPER 4 matches were transmitted live by DSTV SuperSports9 *Brought to You by Nivea Men.*  We established the ELITE Awards and Gala Nite which was a red carpet ceremony and final act of the season where all winners were rewarded including special recognition and editorials for Nivea Men.  Nivea Men and HIFL curated TV and radio commercials were amplified across major TV and radio networks pan Nigeria for reach and penetration. Amplification also included digital and social channels such as facebook and Instagram for more engagement. |
| **Enter results/business effect**  These should be robust and have made a difference to your client’s brand(s)  (200 words max) | By the end of 2021, awareness for Nivea Men increased by 20%  Market share increased +3 exit 2021  Brand love grew by 200% |
| Enter the client testimonial (200 words max. optional) | “ Nivea Men + HIFL remains one of the most successful Men’s campaign based on awareness and growth in market share” |

|  |  |
| --- | --- |
| **Enter all the agencies involved**  Multiple agencies can be entered, including the non-dentsu agencies who worked on the project. | Carat + Posterscope + Iprospect +PACE Sports LTD. |
| Enter the number of external awards won |  |
| Names of awards this case has won |  |

**Section 4**

|  |  |
| --- | --- |
| Video Embed code |  |

Add more rows to add more videos

**Section 4: Awards category entry**

Select the Categories that you would like your case study to be entered into by putting an X in the box:

|  |  |
| --- | --- |
| Breakthrough strategic ideas | X |
| Creative craft |  |
| Data driven creativity | X |
| Proving marketing effectiveness | X |
| Integrated growth solutions | X |
| Media effectiveness & innovation | X |
| Growing our people | X |
| Social Impact – creating sustainable valu for our clients, society & the environment | X |
| Transformative customer experience | X |

Explain why this piece of work should win by completing the relevant boxes below

|  |  |
| --- | --- |
| **Breakthrough strategic ideas**  *We are looking for ideas that have created a strategic leap forward for our clients- Ideas with original, innovative & powerful thinking that ​has helped enable a client to address an unmet custo​mer need, break through with a new product or into a new market, or to connect with new consumers.*  (200 words) |  |
| **Creative craft**  *We want to see creativity that encompasses inspirational thinking, with brilliant craft and execution that effectively connects with hearts and minds and drives deeper impactful connections with consumers, to build brands in the long term.​*  (200 words) |  |
| **Data driven creativity**  ​*The creative use or interpretation of data to deliver effective targeting. How data contributed to defining the target customer, brand message or channel, allowed for better personalisation or increased a brand’s position in the market. Results/impact must be clear and robust.*  (200 words) |  |
| **Proving marketing effectiveness**  *Standout work that leverages data and insight to drive compelling performance or direct commerce results, that translates into positive outcomes and has tangible impact for our clients' businesses.*  (200 words) |  |
| **Integrated growth solutions**  *In the age of the empowered consumer, brands have to work smarter to establish deeper connections with the consumer, across all touchpoints. We want to celebrate seamless integrated solutions that sit across multiple brands to help our clients win, keep and grow their best customers.*  (200 words) |  |
| **Media effectiveness & innovation**  *We are looking for solutions where data driven insights & understanding of consumer behaviours drives a media strategy that combines the discipline of media effectiveness, with the innovative implementation of ideas to engage people with brands to deliver positive business outcomes for our clients and their brands.​*  (200 words) | This campaign shows the effectiveness of media and a proof that If properly leveraged – media works. TV, Radio, OOH and Digital were leveraged using the cascading principles. |
| **Growing our people**  ​*In a year that has seen un-precedented disruption at scale within our business impacting on how we operate and collaborate on a day to day basis across our markets, we want to recognise the many innovative programmes and initiatives that have been delivered in markets focused on the well-being, growth and development of our people to make a positive impact, that effected a behaviour and performance shift.*  (200 words) |  |
| **Social Impact – creating sustainable value for our clients, society & the environment**  ​*The digital economy can be a powerful force for good. As a global digital media and communications network, we have the ability to change the way that people think, feel and act. We can inspire others to create a better society and equip them with the solutions to make it real. We want to see examples of projects and campaigns for our clients that raise awareness of, or provide innovations and solutions to, society’s greatest challenges.*  (200 words) |  |
| **Transformative customer experience**  ​*This category celebrates the creativity that drives business forward through differentiated experiences that put the customer at the centre of our clients’ business. We want to see solutions that positively transform a customer’s interaction with a brand, that exceeds customer expectations and so increases customer engagement, satisfac​tion, loyalty and advocacy. Submissions should include experiences delivered through new products, services, platforms or ecosystems - and should demonstrate how they are connected, creative and commercially focused.​*  (200 words) |  |

**Section 5: Supporting materials:**  
The emphasis of the supporting materials is to bring additional clarity and life to your entry. You can submit different supporting materials, such as a summary Powerpoint and/or a storyboard with visuals and/or a short film (no longer than two minutes). You may wish to tell your story in video format.

Videos can be added from YouTube or Vimeo if they are already external. If the videos are for internal use only, please upload them into Stream.

Whilst  we would prefer a video as a .wmv or .mp4 file. We can accept .avi, .mov or .flv video files

You can also upload Word documents (.doc), PowerPoint presentations (.ppt) and images (.jpg, .gif and .png)

A group of people posing for a photo

Description automatically generated