**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\* | Wear Your Skin With Pride |
| Brand\* | Nivea |
| Contact Name\* | Yetunde Adegbite |
| Client\* | Beiersdorf |
| Client Brand\* | Cocoa |
| Team that created the work (names)\* | Samuel Abichele, Adeola Amosun, Damilola Abodunrin |
| Describe a summary of your campaign in 40 words\*  This copy will appear in summary boxes and in search | The campaign was to promote the idea ‘WEAR YOUR SKIN WITH PRIDE” Did a CTA to have consumers send in a close up picture with their names and stand a chance to appear on Digital LED screens placed in strategic locations for 24 hours. Over 200 portraits went live on the digital screens during the campaign period. |

**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 |
|  | 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)

|  |  |
| --- | --- |
|  | Experiential |
|  | Mobile earned media |
|  | Mobile owned media |
|  | Mobile paid media |
|  | Online earned media |
|  | Online owned media |
|  | Online paid media |
|  | Other |
| x | Outdoor (inc. digital) |
|  | PR |
|  | Press |
| x | Radio |
|  | 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 |
|  | Out of home posters |
| x | Radio ad |
| x | Digital Posters |
|  | Homepage Takeover |
|  | Press ads |
|  | 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 |
|  | Enter a new market |
|  | Increase average order value  Increase Digital Sales |
| x | Increase Loyalty |
| x | Increase Market share |
| x | 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\* | June 2020 |
| Campaign End\* | August 2020 |

**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) | From research, Nivea understood that consumers are often concerned about the imperfection of their skins, ranging from dark spots, varying skin colour, discolouration, etc. This meant a drop in self confidence, wrong perception of quality skin care products, etc. In order to address this, the Nivea Nourishing Cocoa was designed to encourage consumers to wear their SKIN WITH PRIDE.  The Cocoa campaign was therefore created to lauch the NIVEA Nourishing Cocoa and evoke a sense of pride in their skin tone. |
| **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) | From our research and insight, we understood that consumers were not getting results from the use of non-tested organic and traditional skin care mixtures. They had tried all possible alternatives, based on wrong recommendation. Hence, a wrong perception of any solution in the body care segment, leading to frustration and lack of trust. They needed a fresh perspective to rebuild their self confidence. They didn’t need to change their skin colour! They just needed to glow in it!!  Using our proprietary data, we learnt that by increasing awareness and engagement, We will be able to land the message of Nivea Cocoa Nourishing appropriately as well as deliver brand love that will address the wrong perception of consumers for the good of NIVEA.  More so, another contending issue, based on aprior knowledge, when it comes to campaign of such, was the fact that often times a large number of our target audience usually showed unwillingness to participate; especially in online activites or engagements. So we modelled a strategy to ***“reward”*** participation on social by having a bespoke placement on digital billboards across strategic and key locations in our focused cities with the faces of those who actually won from the online (Facebook and Twitter) activities. This, as schemed and implemented, was deployed at the end of online competition (engagement).  Besides the digital billboards, we had some static billboards placements, in our focus cities, that went live alongside other media channels like TV, Radio and social to create awareness about the brand and the *#MyCocoaShade* challenge happening on social 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   1. rds max) | To achieve tractions for the #MyCocoaShade challenge and encourage participation on the online activities by inundating the target audience on the reward for participation that awaits. Influencers’ marketing was leveraged; with an integrated placement on static billboards and TV, during the campaign launch period. Consumers who participated and won were rewarded with free Nivea Products (The Nivea Cocoa and the Dry Impact roll-on) and given the option of agreeing to having their faces put up on the LED screens; which they were all excited about.   * This strategy saw consumers’ participation/engagement spiked from just 35%, in the previous campaigns of such that we have had, to about 79% on the Nivea social media platforms. * A total of thirty (30) winners were declared at the end of the challenge. Thus, the LED screens allowed for easy adaptation and flexibility as the faces of each winner were deployed for a duration of 24 hours on each day in a month. * Putting the faces of winners on the LED screens further sparked social reactions and talkability even after the campaign as most of those whose faces were put up on the screens took pictures and shared on their social media pages. |
| **Enter results/business effect**  These should be robust and have made a difference to your client’s brand(s)  (200 words max) | Sales performances : +15% uplift sales  Ever tried Nivea grew by 9% from 34% to 43%  2% growth in market share  5% growth in brand love exit 2020 |
| Enter the client testimonial (200 words max. optional) |  |

|  |  |
| --- | --- |
| **Enter all the agencies involved**  Multiple agencies can be entered, including the non-dentsu agencies who worked on the project. | Posterscope + Carat + Iprospect + Isobar |
| 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 |  |
| Creative craft | X |
| Data driven creativity |  |
| Proving marketing effectiveness |  |
| Integrated growth solutions |  |
| Media effectiveness & innovation |  |
| Growing our people |  |
| Social Impact – creating sustainable valu for our clients, society & the environment |  |
| Transformative customer experience |  |

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) | NIVEA created awareness for the Cocoa lotion to communicate the emotional and functional benefits of the product. Every skin type is beautiful and this was our communication approach to our TA. Our single-minded propositin was ”Wear your skin with pride”.  In order to drive participation and celebrate their unique skin shade participants shared their picture in the chatbot and their own unique name for the shade. Individuals were then encouraged to take a screenshot and share on their social media pages. Participants shared their pictures tagging @nivea\_NG. These pictures were also reposted on the Nivea\_ng social media pages. |
| **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) |  |
| **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)







