

# APAC EFFIE 2014 REPORT

IN COLLABORATION WITH



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# 1. Objectives & Methodology

# Report Objectives



## Profile the submitted cases from the APAC Effie Awards 2014

and provide expert commentary based on intelligence gained

## Understand the characteristics of winners

based on components such as campaign goals, target audiences, use of communication touchpoints, paid media expenditure

Methodology: Data in this report is based on information submitted in the entry forms



Nine components used to compare traits of effectiveness of campaigns:



## 2. Key Findings

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# The Markets

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# Campaigns from 17 markets in APAC

- 1 Pakistan 
- 2 India 
- 3 Bangladesh 
- 4 China 
- 5 South Korea 
- 6 Japan 
- 7 Taiwan 
- 8 Hong Kong 
- 9 Vietnam 
- 10 Thailand 
- 11 Cambodia 
- 12 Philippines 
- 13 Malaysia 
- 14 Singapore 
- 15 Indonesia 
- 16 Australia 
- 17 New Zealand 



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# Campaign Goals & Target Audience

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# Increase sales/market share was the primary campaign objective of all submissions



Campaign Goals	Total Entries	Medalists	Index
<b>Increase sales volume/ Market share increase</b>	<b>28%</b>	<b>41%</b>	<b>146%</b>
Brand re-launch, reposition/Develop, revitalise market	23%	21%	92%
Gain trial/ Increase awareness	21%	21%	100%
Build brand equity/Increase brand loyalty	20%	5%	26%
Government and social aims	10%	16%	157%
Brand Launch	9%	13%	145%
Build, change corporation image/ Change brand image	7%	4%	
Gain new customers	6%	2%	
Reach out to new audience	6%	4%	
Build, defend brand position	4%	5%	
Recruitment	1%	2%	

# Campaigns of government & social aim had the highest index to convert to medalists



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# Goal targeting at younger audience had highest no. in cases amongst total entries as well as medalists



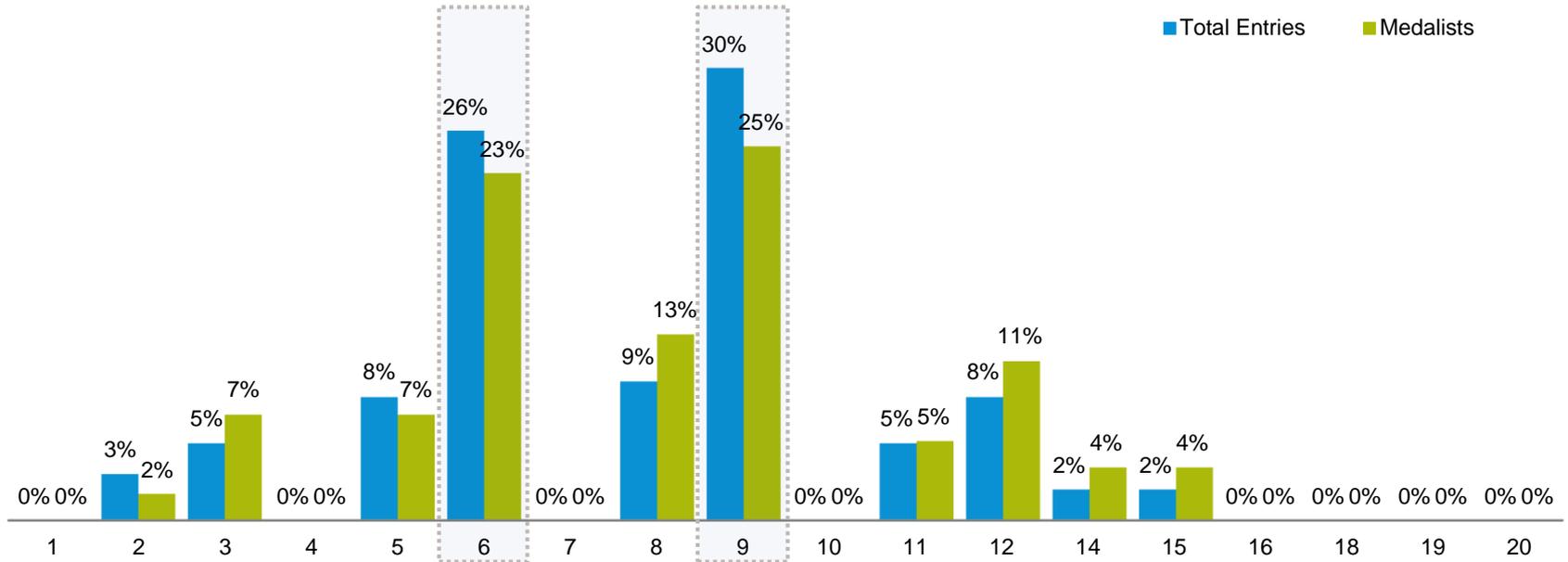
Target Audience	Total Entries	Medalists	Index
<b>Speak to Young audience/Youth/Young Families/SINKS/DINKS</b>	18%	25%	<b>140%</b>
Speak to Mums/Homemakers/Parents/Homeowners	11%	9%	80%
<b>Speak to (young) Men</b>	8%	9%	<b>107%</b>
Speak to Women	7%	4%	53%
Justify premium price/avoid price cut	6%	13%	196%
<b>Speak to Kids/Teens</b>	4%	5%	<b>129%</b>
Speak to Urbanites/Higher income	2%		
Speak to Brand Influencer	2%		
Target Audience not specified	47%	43%	91%

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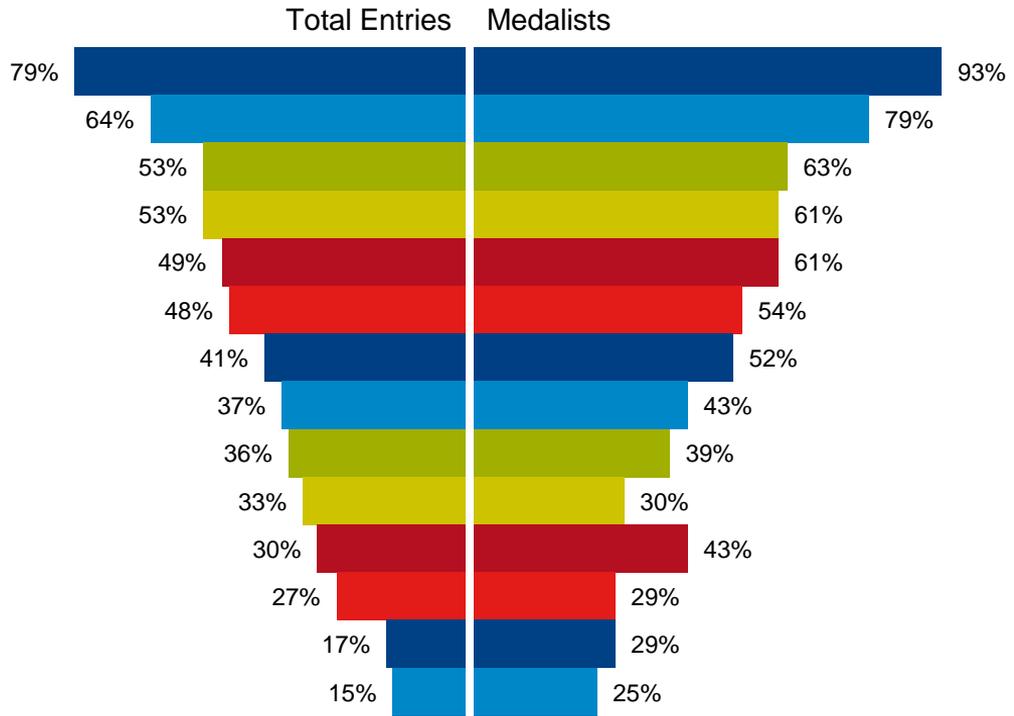
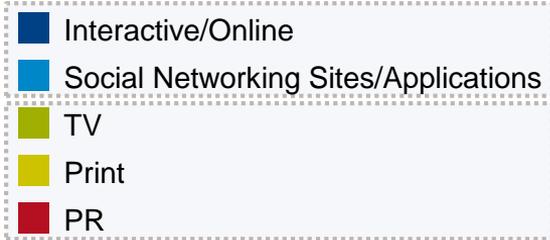
# Communication Touchpoints

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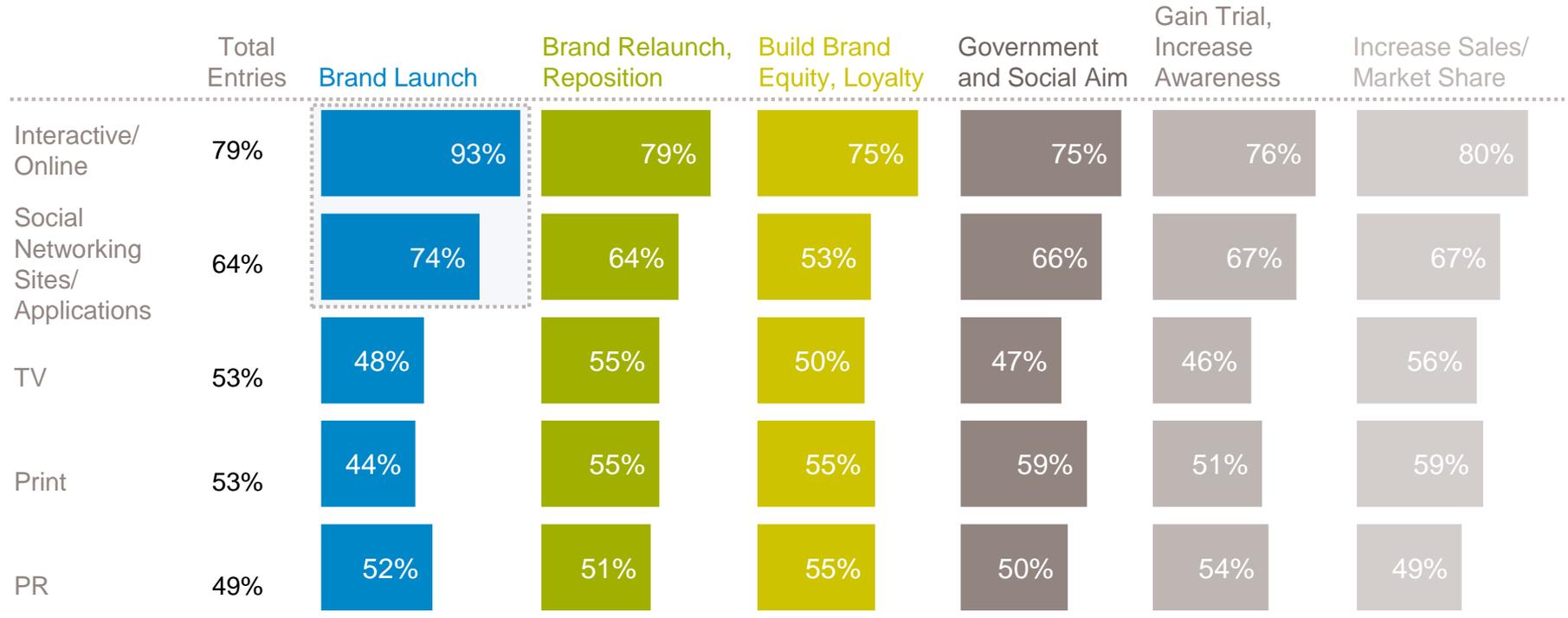
# More is more – medalists used more communication touchpoints. Average of 7.5 against 6.3 of all entries



# Interactive/Online was the touchpoints topped all entries & medalists



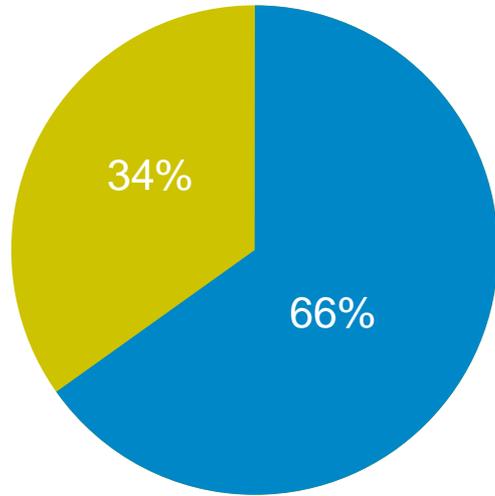
# Communication Touchpoints by Objective: Aiming at Brand Launch deployed digital more than traditional media



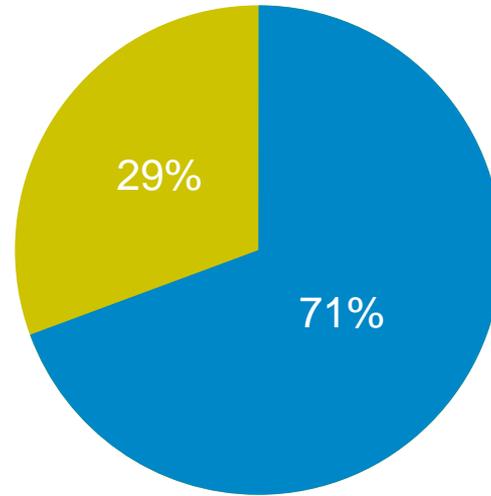
66% of all entries and 71% of winners used own media, mostly official websites or Facebook



Total Entries



Medalists



- Use own media
- Do not use own media

Amongst traditional touchpoints, cases from Australia preferred PR. Print was more popular in Singapore. More cases used TV & print in India



### Total Entries (%)

	Total	China	India	Australia	Singapore	New Zealand	Malaysia	Japan
TV	53	43	72	61	40	58	48	57
Print	53	39	72	73	73	25	57	52
PR	49	39	64	85	33	63	65	52

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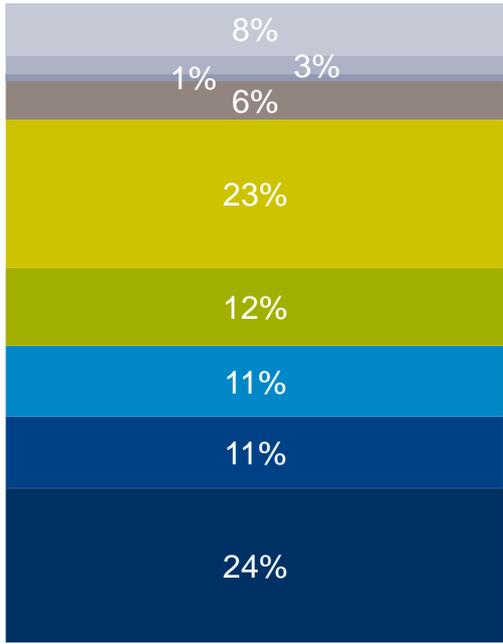
# Paid Media Expenditure

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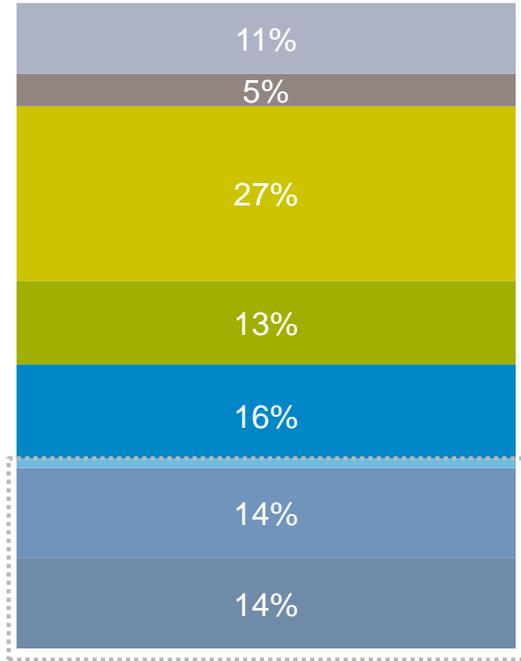
Winners tend to spend... but not spent the most. Effective campaigns could be accomplished on small budget. 28% winners spent less than USD250K



Total Entries



Medalists



- Free & sponsor
- USD20M+
- USD10M-20M
- USD5M-10M
- USD1M-5M
- USD500K-1M
- USD250k-500k
- USD100K-250K
- Under USD100K

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# Using Research

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# Key Takeaways

- 1 APAC Effie Awards 2014 attracted potential winning cases from 17 markets.
- 2 Overall campaign goals focused on increasing sales/market shares, brand re-launch/repositioning, gaining awareness and building brand equity.
- 3 Over half of the campaigns had specific target audience with the tendency towards younger audience.
- 4 More communication touchpoints were used by the medalists against total. 7.5 versus 6.3. Interactive, social networking/applications ranked top of touchpoints used. Traditional media including TV, print were also commonly deployed in the campaigns.
- 5 Highly effective campaigns could be accomplished on small budget. 28% winners spent less than USD250K.
- 6 Research helped produce medalists. Almost half the winning cases used research. This highlighted research driven entries were most successful in winning medals.

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