



# Most Effective Brand Performance

A great gold winner and an innovative silver were found in an otherwise lackluster year for the category

## Gold: Sense, Cadbury

Creating Easter egg hunts at National Trust properties is a simple enough idea that was a slow burner in the judging. The closer the analysis the better it looked, until the panel called unanimously in its favour.

220 National Trust Properties were painted purple last Easter as Sense (on behalf of Cadbury) delivered Cadbury Easter Egg trails nationwide.

Sense were challenged to reinstate Cadbury as a leader in chocolate whilst bringing back the specialness of Easter and taking ownership of a key occasion.

Sense identified the ritual of egg hunts as a way to engage consumers and bring magic back into chocolate giving at Easter and identified The National Trust as the event partner. The NT had been running small scale trails in their properties for a number of years

To bolster the relationship, Cadbury applied their 'Purple goes green environmental initiative' to the project by

- Producing a new range of reduced packaging eggs to distribute at trails (Cadbury Eggheads)
- Making a substantial financial contribution to the Trust's Ancient Tree and Woodland programme
- Agreeing that all funds from trail entrance fees would be donated to the upkeep of National Trust properties

Sense developed a range of support collateral for the events incorporating:

- Branded Trail Papers
- Event Signage
- Branded event structures (marquees)
- Dedicated Cadbury Play Areas (10m x 10m interactive children's

- and family play zones)
- Cadbury Face Painters, Entertainers & Brand Ambassadors
- All participants received a Cadbury Egghead as a reward for participating in trails
- A dedicated web site [www.eastereggtrail.com](http://www.eastereggtrail.com) was created for families to search for their nearest event

Despite horrendous weather this Easter (snow at many sites) the events brought families together and provided a positive, magical Easter experience

Over 600,000 people attended the events over Easter weekend

23million Cadbury Easter Egg packs advertised the events

Independent research agency Hall & Partners conducted exit interviews during live events

- 97% recognition of Cadbury partnership amongst attendees
- 91% attendees will go on to tell at least one other person about the Cadbury Easter Trails
- Estimated awareness of Easter Egg trail at 12 million
- Just 7% of consumers saw the event as a commercial initiative for the brand
- 45% attendees when asked about brand impressions identified Cadbury as a brand that "helps to build relationships between families"
- 97% attendees would repeat visit a Cadbury Easter Egg trail

Judge Steve Curzon noted "Creating a fun, all weather outdoor activity on this scale really gave Cadbury a stage from which to communicate its brand identities effectively"



Sense receive the Brand Performance award with sponsor Pixman

## Silver: Hitachi, The Liquid Way

The Liquid Way's production of a big experiential London conference called Inspire Life for Hitachi, its employees, clients, associates and press was impressive in its ambition, its high production values and its thought leading take on experiential.

The event raised customers' perception of the brand by showing the full range of Hitachi's product and service offering and how Hitachi quite literally touch every aspect of our lives from power stations to

hard drives, bullet trains to power tools. Most importantly the event and the experience in particular demonstrated, in a physical, tangible format how, as society changes, Hitachi transforms it.

One judge noted "A big budget was used to showcase multiple products to bring value to a number of different audiences. By taking over the venue they were able to stay in control, without competitors on the prowl".

## Highly Commended: Out of the Blue, Moët

Out of the Blue created an exclusive star studded party to celebrate London Fashion Week and then invited Londoners to view the unveiling of the spectacular Moët Mirage in Holland Park – and use a 30 metre handle to manoeuvre the helium balloons art installation that would later

mark the party as it was illuminated against the night sky. The event and the Moët Mirage generated a total of 178 media articles valued at 5 million Euros with an OTS of 63.8 million - including a seven page exclusive in Harpers Bazaar.

### Most effective in store merchandising and compliance

Entrants must show how brand performance has been driven by any one or more of the following means: Staging and theatrical set design; actors, talent performers or roleplay; experiential branded entertainment at an event, festival, conference or exhibition; crowd or audience participation; sponsorship activation at a live event Activities should have delivered against at least two of the

following criteria: outstanding sales uplift on the day or days of the activity; co-ordination with brand strategy; continued sale uplift following the activity; improved consumer perception; better understanding of consumers; front of mind brand recall; word of mouth marketing; ROI; PR generation; meeting client expectation; event domination; outperforming other brands at the same event

Commended Finalists	Previous Winners
Bray Leino Intel/IKEA Imagination, Ford	2007 Imagination, Sony Europe 2006 Sense, British Airways 2005 TRO, Mini

Category Sponsor: Pixman

Standing head and shoulders above the crowd, Pixman delivers your brand experience and communication into environments untouched by other media. Pixman is the worlds only wearable overhead screen solution, worn by brand ambassadors who can be branded, scripted and hand out collaterals, it provides

an integrated backpack mounted overhead 17" LCD screen with huge stereo sound. It was created by Daniel Langlois, founder of Softimage, the company responsible for the 3D computer effects for films such as Harry Potter, Titanic, Jurassic Park and Gladiator. As well as DVD video playback, Pixman provides

technology solutions for PC based content, WiFi / 3G / Aircards, intelligent data capture, wireless gaming, Bluecast (pushed Bluetooth content) and SMS redeemable e-coupons.

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