

**Sports Association of the Year by a Brand**



**Standard Chartered Mumbai Marathon**

**2008**

Entered by: Procram International

**Gold**



**Objective**

In 2008, the Standard Chartered Mumbai Marathon (SCMM) was celebrating its fifth anniversary. On this occasion the objective was to salute the spirit of Mumbai by showcasing individuals 'Who keep Mumbai running.'

**Brand Fit with Sports Property**

Worldwide, the Standard Chartered Bank (SCB) has used marathons as a sport that befits its global vision which is translated through its brand promise 'Being the right partner'. Today, SCB is the title sponsor of nine marathons across nine countries and the SCMM is amongst the top 10 marathons in the world. Cementing this relationship further, SCB created the 'The Greatest

Race on Earth' - GROE. The race enables teams of four athletes from across the world to form teams and participate like a relay across the four properties.

**Brand Integration**

The brand integration for SCB in relation to SCMM was carried through a brand campaign titled 'Who keeps Mumbai running', launched through, 'The Times of India'. A special television promo on celebrating five years of the SCMM featured event ambassador John Abraham was launched through the CNBC network. A select number of bibs were auctioned through Radio Mirchi to initiate the registration drive. The property was amplified further through the internet and various PR activities.

**Innovation**

The five year celebration of SCMM 08 was kickstarted with the 'Treadmillion Challenge' during the registration phase. Treadmills were placed at strategic locations SCB matched an amount to how much was run and contributed by a participant e.g. if a participant ran 2 kms and contributed Rs. 200 then SCB matched that amount. The collective money raised was contributed towards 'Seeing is Believing' a worldwide initiative of SCB.

**Mahindra Tractor's 'Khiladi No. 1'**

Entered by: RC&M

**Silver**



Please view details of this entry in Category: On-ground Youth Connect of the Year

**Red FM and IPL Mumbai Indians**

Entered by: Red FM

**Bronze**



Please view details of this entry in Category: Activation Program of the Year by a Radio Station involving on-ground connect

**Sports Property of the Year**



**Gatorade Pacers 2008**

Entered by: Jagran Solutions

**Silver**



In order to position Gatorade as a sports drink, ideal for re-hydration during intensive exercise, Gatorade Pacers 2008 was carried out. The target audience was engaged via serious and meaningful association with cricket. Gatorade Pacers

is a talent hunt aimed at finding India's next pace / fast bowling sensation. Through the activity, 10 individuals were selected and trained at the MRF Pace Foundation. A reflection of the quality of talent that emerges from this platform would be the fact that three of these winners have become a part of the National Cricket Academy, two are playing for Maharashtra in the Ranji Trophy and one is playing for the MRF Pace Foundation Team. The activity was phased and an adequate amount of buzz was created at the participation stage, to ensure optimal PR was generated. Gatorade Pacers 2008 saw over 4,000 aspirants from 1,200 schools, colleges, State Cricket Associations and Academies.

**Airtel Delhi Half Marathon**

Entered by: Procram International

**Silver**



The Airtel Delhi Half Marathon aimed for the 'Top Slot' as the world's richest and most prestigious Half Marathon by beating the RAK Marathon in terms of prize money. The property also leveraged the Airtel brand 'philosophy' - 'A simple act of communicating can overcome barriers and enable us to enrich our lives' through various aspects and messaging related with the event. Airtel took complete

ownership of the property by providing a 360-degree brand engagement, including TVCs, outdoor, on-ground activations, CSR platforms, PR, an HR drive and event ambassadors and merchandising. An innovative launch of the event logo and mall activations, saw the further strengthening of the association of the brand with the property.

The campaign also strived to strengthen the 'causes' dimension of the race. It also tied up with Reebok for training aspiring participants, thereby reducing barriers of their participation.

As a result, ADHM '08 equalled the world record of the year set at Athens. It also broke four course records, amongst the highest ever achieved on a road race. 27,000 people participated while 63 NGOs utilised this event to raise charity worth Rs. 1.62 crore. A total brand RoI of Rs. 30 crore was recorded and the property was also accredited an IAAF Gold Label - amongst only eight races in the world to receive one.

**College Contact Program of the Year**



**Colgate Max fresh - Max Taazgi Max Asar**

Entered by: Encompass

**Gold**



**Objective**

Colgate MaxFresh Toothpaste is a dental care gel promoted on the 'Freshness' platform. The objective of the campaign was to generate awareness for the brand and conduct an experiential sampling to drive home the concept 'Max Taazgi Max Asar'.

**Concept**

To reach out to the youth, including college going students, a Qualis was fabricated with Colgate MaxFresh branding. The customer was given the product experience in the form of Breath Strips, which

they tasted. After this, the audience was invited to participate in a unique board game, called 'Foonkball', where participants could experience their own fresh breath. Each participant was then given a free sample of the product.

**Scale**

The activity was conducted across 92 colleges in Punjab, Delhi, Bangalore and Kolkata, reaching over 2,25,000 students.

**Innovation**

'Foonkball' was an innovation devised exclusively for the campaign. A simple yet effective tool to convey the brand proposition of Max Taazgi Max Asar or Max Freshness Max Impact. In the game, participants competed against one another in a game of 'blow-foot-ball'.

**Results**

The activity generated a huge buzz amongst the TG and the 'Foonkball' game became an instant hit amongst participants and onlookers alike. All in all, the activity concluded with figures of 71,387 direct contacts touched, who also sampled the product.

**Brylcreem Style is for Everyone**

Entered by: Encompass

**Silver**



Brylcreem wanted to extend it's on air tag-line 'Style is for everyone' on-ground. The objective was to make the TG experience its range of hair styling products. Encompass optimized on the college festival season, through which they harvested an idea that focused on campus activation.

Brylcreem co-sponsored the Malhar fest '08, where a styling studio was fabricated, which displayed the range of products. Since 'Style is for Everyone', every student was welcomed to participate and have their hair styled. Since students were conscious of their appearance at the fest, the studio saw a lot of customers. 15,000 customers were reached over the two days of the festival, and free samples of the product were also given out through this activity,

**Friday Paathshala**

Entered by: Everything Goes Communications

**Silver**



Friday Paathshala aims to provide qualitative non-academic interactions for Vidy-alankar engineering students every Friday evening, which helps them acquire knowledge and skills essential for their personality development and provide a platform for students to express their talent. Friday Paathshala creates Edutaining interactions for students, and also act as stress busters and are highly recreational in nature. The various activities conducted as part of this include workshops, movie screening, sports, dance quizzes, debates and jam sessions.

Friday Paathshala began as a single college activity and has now extended out to all Engineering colleges in Mumbai through an S6 cricket tournament. To encourage participation, various merchandise like T-shirts, caps, wrist watches and bags are given out as prizes to students.

The Friday Paathshala reached out to 2,000 students over six months with 24 engagements every Friday within the VIT campus. The inter college S6 cricket tournament, part of the Mumbai level Paathshala reached out to close to 40,000 students through e-mailers and posters.

**Microsoft Go-Alive Challenge**

Entered by: Jagran Solutions

**Bronze**



The Microsoft Go A-live Challenge (GAC) is an all India inter-campus website design contest which also had one mandatory section for email IDs for the entire student base of the campus. The primary scale was that of measure, in which one lakh student e-mail identities needed to be collected Go A-live Challenge scaled 74 cities across 11 states and 854 Graduate / B school campuses. 252 campuses now use live functionality enabled websites which the students designed them selves. 3.54 lakh students use a live ID -more than three times the original brief. Through the activity, the Microsoft India e-mail ID base increased by 15 percent in eight months.

**School Contact Program of the Year**



**Lifebuoy - Swasthya Chetna**

Entered by: Ogilvy Action (Outreach)

**Gold**



**Objective**

Lifebuoy Swasthya Chetna (LBSC) campaign was initiated to raise the overall health and hygiene consciousness of the rural audience, making them aware of the presence of invisible germs and bring about behavioral change in favor of soap usage. The agency needed to create a communication package that brought about mass scale awareness and improvement in health and hygiene practices to the rural audience, who are predominantly illiterate and 70 percent of whom live in media dark areas.

**Concept**

Rural audience believes 'visible' clean is clean and safe. Therefore, the key thrust for the campaign was to convey 'Visible clean is not safe- there are hidden germs which can affect your health and well being. The easiest way to tackle this problem is Lifebuoy which is India's most popular germ kill soap.' The campaign facilitated the process of behavioural change by talking to different stakeholders across three exposures over a period of one year.

The first exposure saw the approval of 'Key Opinion Leaders' in the village, involving children through a school contact program. The second exposure to young mothers taught them about health, hygiene and diarrhoea management through a 'Mother-Child Health Day'. In the third exposure, the entire village audience was targeted where children were involved to communicate the message through a cultural program. The children showcased their talent and were rewarded for the same.

**Innovation**

For the rural consumer, 'seeing is believing' and the important part of the execution strategy was to make the 'invisible' germs 'visible' so that they can actually realize that visible clean may not be actually clean. Believability of the message increased manifolds by making germs visible through a powerful demonstration tool, the 'Glogerm demo'. TA could actually see small speckles on their hands, which otherwise were invisible to human eye. It made villagers believe that 'just water is not enough' and germs only get washed away through soap usage.

Triggers to health were different and they needed to be communicated separately to different audiences. For e.g., since children want fun, for them the message was communicated through stories, games, experiments, quizzes, skits, songs and gifts.

Reaching the audience once was not enough, as behavior change is a long process and danger of lapsing into old habits is high because results of the change are not instant. The programme addressed this need by adopting a phased model every three months.

**SCALE**

**Villages covered by LBSC 2002-2008**

|                | Till 2005    | In 2006      | In 2007      | In 2008      | Villages covered |
|----------------|--------------|--------------|--------------|--------------|------------------|
| Uttar Pradesh  | 6758         | 6554         |              | 5115         | 18427            |
| Madhya Pradesh | 2607         | 1209         | 1241         | 2718         | 7775             |
| Maharashtra    | 1408         |              | 5365         | 4179         | 10952            |
| Bihar          | 3648         | 2347         |              | 2028         | 8023             |
| West Bengal    | 2762         |              |              |              | 2762             |
| Rajasthan      |              |              | 4935         |              | 4935             |
| Andra Pradesh  |              |              | 3501         |              | 3501             |
| Orissa         | 1554         |              |              |              | 1554             |
| Karnataka      |              |              |              | 1005         | 1005             |
| <b>Total</b>   | <b>18737</b> | <b>10110</b> | <b>15042</b> | <b>15045</b> | <b>58934</b>     |

**Results**

The programme that was started in 2002, is in its sixth year now. It has touched lives of more than 130 million people in 43,000 villages since 2002.

Research results: Increase in 'Awareness of germs' from 52 percent to 83 percent; 'Associating germs with disease' from 35 percent to 57 percent; and Lifebuoy salience from 28 to 51 percent.

Lifebuoy usage increased by 15 percent in LBSC villages vs non LBSC villages.

Sales in the districts where LBSC has been carried out is higher than the non-LBSC districts.

**ESPN Star Sports Learning Ground**

Entered by: Candid Marketing

**Silver**



The Learning Ground Program is an annual school contact program started by ESPN STAR Sports four years ago, with a belief in the inherent value of sports in the all round development of individuals, and more so for children, in their growing up years. Learning Ground sought to cultivate a culture of sports among children and propagate all the positive values that sports helps impart – Leadership, Teamwork, Excellence, Discipline, and Integrity. The objective of the school contact program that runs through the academic year is to make it far more engaging, interactive for the students and imparting learning/education at the same time.

Activities included viewing of special video capsules on sports personalities, which makes for a fun format to learn about the personality and the sport. A junior NBA was organised by providing a support structure, instructional basketball guides and fun games and rewards to encourage participation. The month-long activity was clubbed with other communication in the form of poster of sports celebrities and also a 'Learning Ground' branded bulletin board in schools informing students about various sports techniques, skills and other information. The activity was conducted in 1,100 schools in 23 cities reaching 1.5 million students.

## School Contact Program of the Year



### Horlicks Wiz Team 08

Entered by: Krayon Entertainment

Silver

The objective of the initiative was to create a property which brings out the inherent values and attributes of the brand and creates a strong and lasting association with TG. Horlicks WizTeam is a unique personality contest that aims to seek out outstanding students and all-rounders who have a good balance of character and competence. It is an exclusive event which appreciates the multi-faceted personality of youth of the country. The contest was conducted as part of the Horlicks Wizkids 2008, pitched as India's largest inter-school

literary and cultural festival.

Special invitations were given out to the principals of SECA schools and junior colleges to participate in the contest through an invitation kit. The activity was carried out in the four regions i.e. North, South, East and West and covered close to 20 cities from across the country. Regional winners participated in the South Asian round as well, which covered cities like Kathmandu, Colombo, Karachi and Lahore. 33,75,000 students from 4,500 schools (approx. 750 students per school) were part of the program.

The property is a one of its kind personality contest, where the youth of the country were given an opportunity to represent the country at an International youth summit in the UK. It created a positive brand image amongst the TG as the contest provided them recognition for their leadership qualities and self reliant skills at a national and international level.

### Exams ka bhoot bhagao

Entered by: Exams ka bhoot bhagao

Bronze

Horlicks exams ka bhoot bhagao was initiated to reach out to students and help them study better. The property strives to bring a fresh dimension to issues related to study skills. Exams ka bhoot bhagao, as the name suggests, helps overcome the fear of exams through a Customized Training Program (CTP) to tackle exam time stress and help kids understand and deal with study related anxieties. The programme was conducted in two parts, 500 workshops titled 'Train the Trainer' were conducted in various schools, for teachers and a 'Shadow Campaign', targeting kids between 6th and 10th standards, reached out to 9,50,000 students from 1,900 schools (approx 500 students per school). Through this activity, a positive reinforcement of Horlicks as a brand in the minds of the parents was also generated.

## Televised Event of the Year



### IIFA Weekend and Awards 2008

Entered by: Wizcraft

Please see details of this entry in Category:  
Live Event of the Year in a Foreign Location

Gold



### Filmfare Awards 2008

Entered by: Cineyug Worldwide and 360 Degrees

Silver



The Filmfare Awards is the longest running awards show for the film fraternity. It is jointly managed by 360 Degrees and Cineyug. 360 Degrees looks into the on ground management of the event including call for entries and the collation of entries for the awards. Cineyug Worldwide looks into the artist management, scripting, direction and production, including television production and post production of the show. The property

strives to create a strong emotional bond with the fraternity and maintain high quality standards. Since the event is televised, it's not only targeted to the entire film fraternity but also a nationwide television audience.

The process includes call for entries and a North leg of the awards. Polling forms are published across all Times of India newspapers including it's regional publications. The nominations are put up for public voting and then finally all the votes are collated and tabulated and winners are decided.

In 2008, the awards were conducted in an indoor venue (The Yash Raj Studios) for the first time, with the objective of taking the Filmfare Awards to the level of the Oscars. The content became more stylised and the award ceremony was a formal black tie affair with a red carpet welcome.



The Filmfare Awards 2008 saw the highest TRP in five years and the best the channel had seen in many years. The evening had the best celebrity turnout that has been seen in any awards night, and resulted in six hours of entertainment-packed programming for over 50 million viewers.