

E-965-580

Dogcation: How a travel agency got pet owners out traveling with a 627% ROMI

Product

Nordic Leisure Travel Group (Spies)

Category Entered

Small Budget

ENTRY DETAILS

Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From

2022-06-02

Date To

2022-07-11

Efforts that are ongoing should leave the end date blank in the Entry Portal.

Countries Effort Run In

List the countries the effort

Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

Multinational

Industry Sector

Classify your brand/product by one of the available industry sectors, or choose Other.

Travel, Tourism & Restaurants

Industry/Category Situation

Select one.

Flat

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

(Maximum per line: 20 words)

A headache for Spies: 48% of all Scandinavian pet owners (2,9 million) have skipped a vacation due to their pets.

The Insight:

(Maximum per line: 20 words)

However, it wasn't about missing it, but rather the fear that the pet wouldn't thrive while they were on vacation.

The Idea:

(Maximum per line: 20 words)

If Spies convinced people that their pets were in good hands, we could reduce guilt and send people on vacation.

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20

The solution was 'Dogcation': A luxurious care-program for your pet, where it would be spoiled as much as its owner.

words)

The Results:

(Maximum per line: 20 words)

- 75,7% view-duration
- 11,000 SoMe-engagements
- +33,000 participants
- +50 million DKK in sales generated from the campaign
- ROMI: 627%

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarise your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 100 words)

The Dogcation-campaign is a great example of the great results that await when a brand identifies a common ground between a genuine commercial challenge and strong consumer interests. The case also demonstrates clear causality between the campaign and commercial results.

By launching the Dogcation-competition on SoMe, Spies was met with overwhelming engagement from Scandinavian pet-owners. They not only spent a considerable amount of time with the campaign and participated in the competition, but also used their vouchers to purchase Spies-vacations afterward.

Did it work? Kind of:

- 75,7% view-duration
- 11,000 SoMe-engagements
- +33,000 participants
- 50+ million DKK in generated sales
- ROMI: 627%

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

(Maximum: 275 words;
3 charts/visuals)

Pets: A Serious Headache for a Travel Company

Spies (part of Nordic Leisure Travel Group) and its Scandinavian aliases, Ving & Tjäreborg (hereafter referred to as Spies), exist to send us Scandinavians on vacation, sending 1.3 million Scandinavian guests on trips around the world every year.

However, one issue significantly complicates this mission and has actually been a headache for Spies for several years: our pets.

Really? Yes, it's true. Scandinavians love their pets. In fact, they love them so much that they avoid going on vacation because of them. Surveys revealed that 48% of all Scandinavian pet-owners had refrained from traveling on vacation due to their pets. **The equated to 2.9 million Scandinavians not going on their dream trip because of their beloved pets.** A rather discouraging statistic for a travel company like Spies, which had to witness countless potential travelers giving up their holiday dreams every year.

Further research showed that people simply couldn't bear the thought of leaving their pets behind while they went on vacation. 91% stated that they considered their pets to be part of their family, and a staggering 73% said they loved their pets like their own children(!). And you just don't leave someone like that at home when going on vacation.

The challenge had even grown larger after COVID-19, with more Scandinavians acquiring new pets.

Boom i corona-hunde fortsætter: »Det er kommet bag på os, at det er steget så voldsomt«

Igen i 2021 stiger antallet af hundehvalpe i Danmark. Siden samme tid sidste år er næsten 15.000 flere hunde end sidste år tilmeldt Dansk Hunderegister. Corona har givet os en mere hundeventig livsstil.

Translated:

Boom in Corona Dogs Continues: "It has surprised us that is has increased so dramatically"

Once again in 2021, the number of puppies in Denmark is on the rise. Since the same time last year, almost 15,000 more dogs have been added to the Danish Dog Register. Corona has given us a more dog-friendly lifestyle.

Salg af hunde er eksploderet under corona

Translated:

Sales of dogs have exploded during the corona pandemic.

Danskerne har købt hunde som sjældent før, men hvad sker der, når hverdagen vender tilbage?

Translated:

Danes have been buying dogs more than ever before, but what happens when everyday life returns?

31. jan 2021 kl. 17:19



If Spies was going to tackle this issue, it was now or never. The task was clear: Encourage people to travel while leaving a de facto family member at home.

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually. We have allowed for one key business objective (required) and up to 3 Customer (marketing) and Activity (comms) objectives (1 required, 3 maximum for both types). If you had fewer customer and marketing objectives, that is fine, please leave the fields blank. For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? View guidance here.

Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives. For each objective, you may include up to three charts/graphs.

Reference 1

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

The business goal was to sell vacations. The campaign should generate **sales of at least 20 million DKK (€2,683,000)**, thus achieving a **ROMI of 190%**.

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

For the campaign to succeed in generating a boost in sales, we had to map out the path to get there. With a high-interest topic like this, it was evident that a sales lift needed to primarily occur through a campaign that could engage Scandinavian pet-owners. Subsequently, a campaign-mechanism with trackable causality had to bridge the gap between engagement and sales.

Therefore, we set up the following KPIs for the campaign:



Measurement - How did you plan to measure it?
 (Maximum: 30 words) Through the development in Spies' sales figures and by tracking redeemed campaign vouchers.

Tagging - What keywords best describe your objective type?
 (1 Required. No Maximum) Revenue (growth/maintenance/easing decline/value share)

Marketing Objectives

1
 Objective - Overview & KPI
 State your objective here.
 (Max: 30 words) **Redeemed vouchers:** Out of the 20,000 vouchers collected, a minimum of 5,000 Danes should go on a vacation purchased with a campaign voucher.

Rationale - Why the objective was selected & what is the benchmark?
 (Max: 75 words, 3 charts/graphs) For the campaign engagement and the collected vouchers to have an impact, they naturally had to be used to book a trip.

Measurement - How did you plan to measure it?
 (Maximum: 30 words) Through Spies' sales figures and various web metrics that monitor sales channels and vouchers.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Conversion

- Unsure which objective type to select?
View guidance here.

2

Objective - Overview & KPI

State your objective here.

Participants/Vouchers collected: A minimum of 20,000 Danes should participate in the contest and collect a voucher.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

If engagement was a valid metric for Spies to measure, it wouldn't just be present on social media; it should also be strong enough to transition over to Spies' own channels.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured through Spies' digital web metrics.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the

Penetration / Acquisition

of the
same type.
• Unsure
which
objective
type to
select?
View
guidance
here.

Activity Objectives

-

1

Objective - Overview & KPI

State your
objective here.

Video views on social media: The campaign should generate a minimum of 4.5 million video views.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3
charts/graphs)

Such an ambitious sales goal required the campaign to travel across Scandinavia and achieve broad coverage among Scandinavian dog owners.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Measured through Spies' social media metrics.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which

Reach (e.g. open rate, shares, views, attendance)

objective
type to
select?
View
guidance
here.

2

Objective - Overview & KPI

State your
objective here.

Social Engagement: The campaign should generate a minimum of 5,000 social engagements (likes, shares, and comments).

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3
charts/graphs)

With an issue like ours, we had a unique opportunity to create a campaign that Scandinavian pet owners would engage with and thus serve as ambassadors for.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Measured through Spies' social media metrics.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select?
View guidance here.

Reach (e.g. open rate, shares, views, attendance)

3

Objective - Overview & KPI

State your objective here.

Time spent with brand: The campaign should achieve an average view-duration on YouTube of 50%.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

If we were to get Danes to engage with our campaign, we first and foremost had to create campaign content that captured the attention of Danish pet owners and made them want to spend time with it.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Through Spies' online/digital metrics.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Efficiency (e.g. cost per acquisition)

- Unsure which objective type to select?

Reach (e.g. open rate, shares, views, attendance)

View guidance here.

Section 1: Sourcing

You must provide a source for all data and

facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.

Describe your audience(s) using demographics, culture, media behaviors, etc.

Not a question of deprivation but a fear that the pets don't thrive
The relationship between a pet and its owner is a complex matter, and no two relationships are the same. If we were to address the issue, we had to first try to

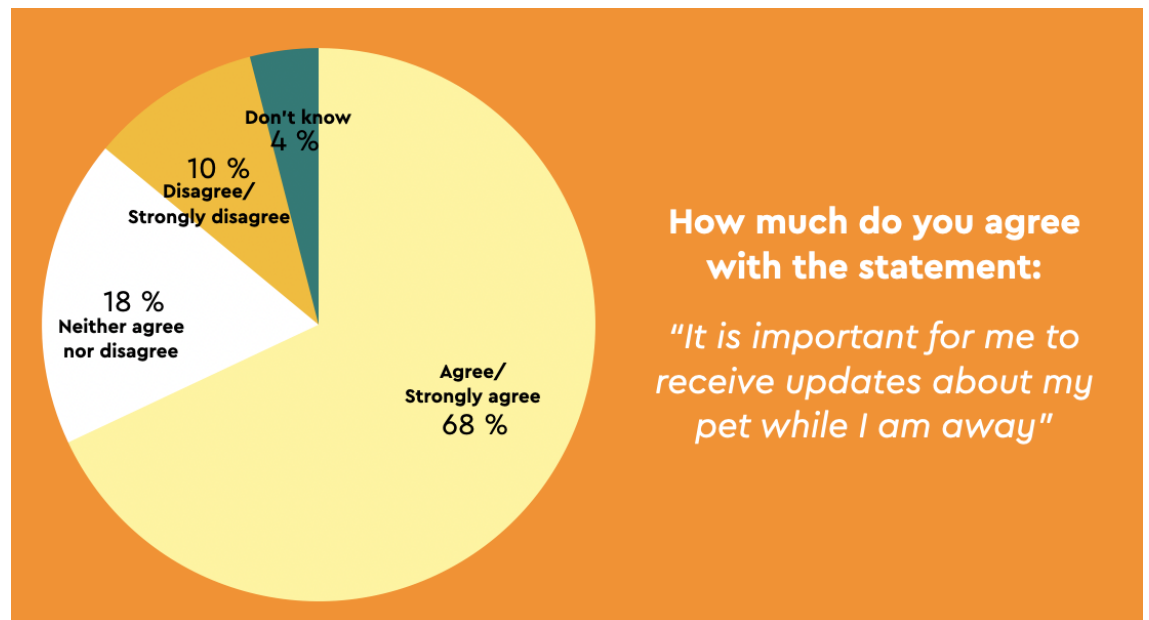
Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

Commerce & Shopper Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

(Maximum: 300 words; 3 charts/visuals)

understand it better.

That's why we quickly initiated a big Scandinavian population survey with more than 4,000 pet owners. The survey revealed that many pet owners often experienced an overwhelming sense of guilt when considering going on vacation. However, the survey also showed that the guilt was actually not about having to be without their pet, but rather the fear the the pet wouldn't thrive while they were on vacation. For instance, 68% responded that it was important to receive updates about their pet while on vacation. 61% said that it was important for their pet to receive a lot of love, and a whopping 69% said that is was important for the pet to be taken care of by someone they know¹.



While this difference might seem insignificant to some, it was absolutely crucial for Spies: Because deprivation can be challenging to address, but well-being is something that can certainly be tackled.

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation.

How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300 words; 3 charts/visuals)

Campaign Strategy: Vacation time isn't just for humans

So, we weren't just facing a real business challenge, but also a consumer group deeply and emotionally attached to their pets. In other words, the contours of an obvious campaign strategy began to take shape:



If Spies could convince people that their pets were in good hands while they were away, we could also reduce the feeling of guilt and hopefully encourage people to go on a well-deserved vacation. Therefore, we built the campaign strategy around the ambition that the pet should (at least) have a great time as its owner while on vacation.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 20 words) If Spies could convince that their pets were in good hands, they'd reduce guilt and encourage to go on vacation

Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list

1: Spies, May 2022: Representative Population Survey conducted through Radius/Cint.

sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

(Maximum: 100 words;

The Solution was 'Dogcation'

An exclusive pet-care-service where your furry friend at home would be spoiled just like its owner, who was traveling with Spies. Even if the pet happened to be a cat.

The competition for the exclusive pet-care-service was launched on SoMe with a campaign video, urging Scandinavians to visit the new Dogcation-website. Here, Scandinavian pet-owners could sign up themselves and their pets for the grand Dogcation-holiday.

As an additional feature for the lucky winner, we developed *The Long Distance Fetch*. A digital throwing-service that allowed you to play fetch with your pet from anywhere in the world.

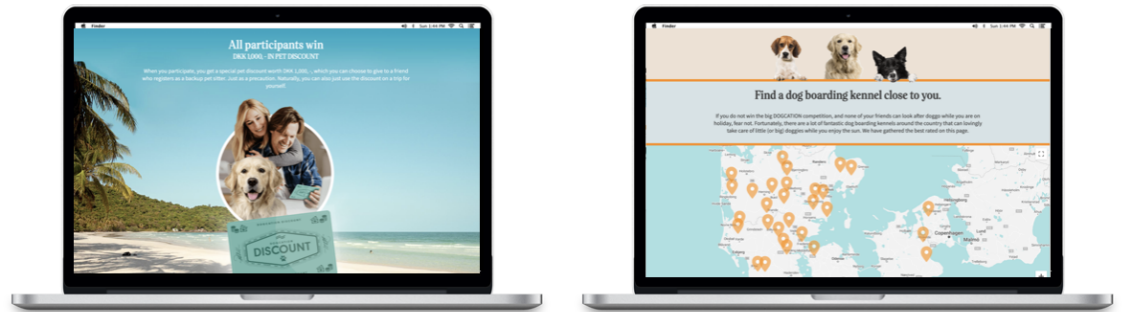


3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

(Maximum: 100 words,
3 charts/visuals)

Dog-sitter Vouchers and Kennel-ratings Eliminated the last Excuses

But what about all the pet-owners who didn't win the competition? Could they not go on vacation? Don't worry, we'd thought of them too. On the big Dogcation-website, there was an interactive map of the best-rated dog kennels throughout Scandinavia. And as if that wasn't enough, everyone who participated in the competition also received an online voucher for a Spies trip that they could give to their friends or family if they agreed to take care of their pets while they were on vacation. So, there were hardly any more excuses left.



3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400 words;
3 charts/visuals)

Social Media and Pets: An Activation Strategy that was right at Paw's Reach

If there's one thing pet owners love, it's... well, their pets. And if there's something they love to interact with on social media, it's... well, other people's pets. In fact, studies show that Facebook pages like Dyreværnet (Animal Protection) and Zoologisk Have (Zoological Garden) are among the pages with the highest user interaction on social media in Denmark¹. Additionally, more than one in four pet-owners have created new SoMe profiles for their pets².

In other words, it was right at paw's reach to activate a campaign like this across social media and leverage the strong desire for interaction among Scandinavian pet-owners. With a unique version tailored to each Scandinavian country, we activated the campaign across Facebook, Instagram, and YouTube, delivering the message that the winner of the grand Dogcation-holiday would be drawn just a month later.

Over the next month, we targeted Scandinavian pet-owners with more Dogcation content. In addition to the Hero, this content also included more tactical material that directed people to our new Dogcation-website:

Tactical Content



Campaign Flow: From Campaign to Sales

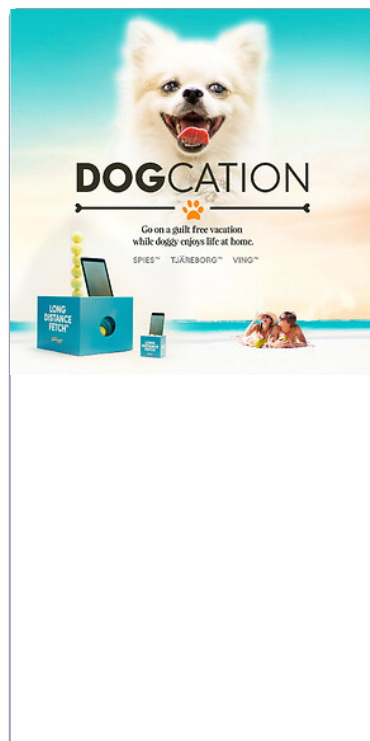
Besides using our Hero as creative springboard on SoMe, we also used our population survey as a PR-hook for a press initiative that highlighted our big competition. In other words, we had created a sequential campaign structure with a direct journey from campaign to sales:



Key Visual

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images



for judging here, as judges will view those on the creative examples tab.

Key Visual - Dogcation - Spies
OK

Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

1: Journalisten.dk, February 2021: *Her er det danske Facebook-indhold, der skaber mest engagement* (Translated: Here is the Danish Facebook content that generates the most engagement).

2: The Mirror, April 2022: *One in four have created social media profiles for their pets.*

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. HOW DO YOU KNOW IT WORKED? EXPLAIN, WITH CATEGORY CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND'S BUSINESS. RESULTS MUST RELATE BACK TO YOUR SPECIFIC AUDIENCE, OBJECTIVES, AND KPIS.

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

4A. Results Overview

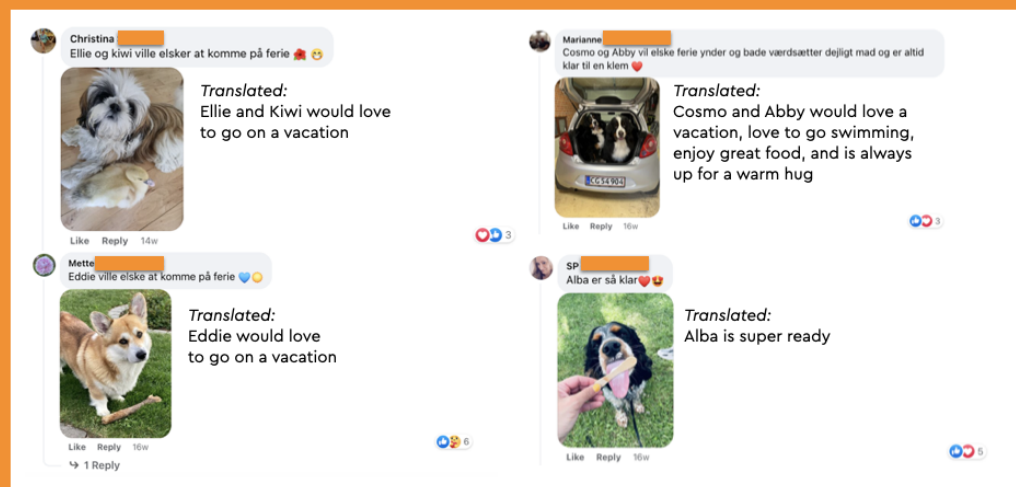
(Maximum: 350 words, 5 charts/visuals)

Dogcation Surpassed its Famous Predecessor

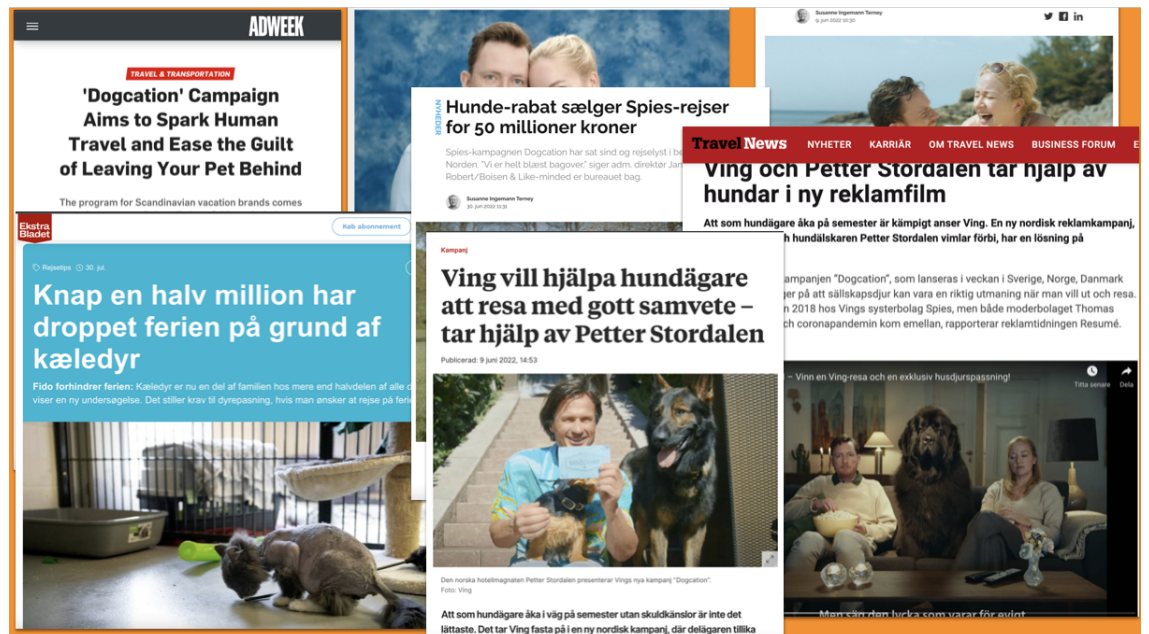
But did it work? Well... spoiler alert; cute pets work well on social media. In just a matter of weeks, the campaign spread across all of Scandinavia, generating over 11.7 million video views on social media. It actually outperformed its famous 'Do It for Denmark'-predecessor with an impressive view duration of 75.7%. And mind you, this was achieved with a 2-minute video!

The engagement from Scandinavian pet owners was nothing short of overwhelming. The campaign was liked, shared, and commented on more than 11,000 times. On Facebook alone, people uploaded over 1,000 pictures of their dogs and other pets. In fact, the engagement was so significant that some people even found their pets' biological siblings through our comment section:

SELECTION OF +1,000 FACEBOOK COMMENTS



The campaign also caught the attention of more traditional media outlets. From Ekstra Bladet (national newspaper) to AdWeek, numerous publications covered our campaign. And when we surprised the winner of the exclusive pet-care-contest at their workplace in Bornholm, we made sure to have TV2 Bornholm (local news station) there to capture the moment. The combination of our new population survey and creative campaign insight had indeed worked!



+50 Million DKK (€6,707,800) generated in Additional Sales - 627% ROMI

As the campaign ended, it became clear that we had successfully bridged the gap between pet owners' strong engagement and increased sales through our simple campaign mechanism.

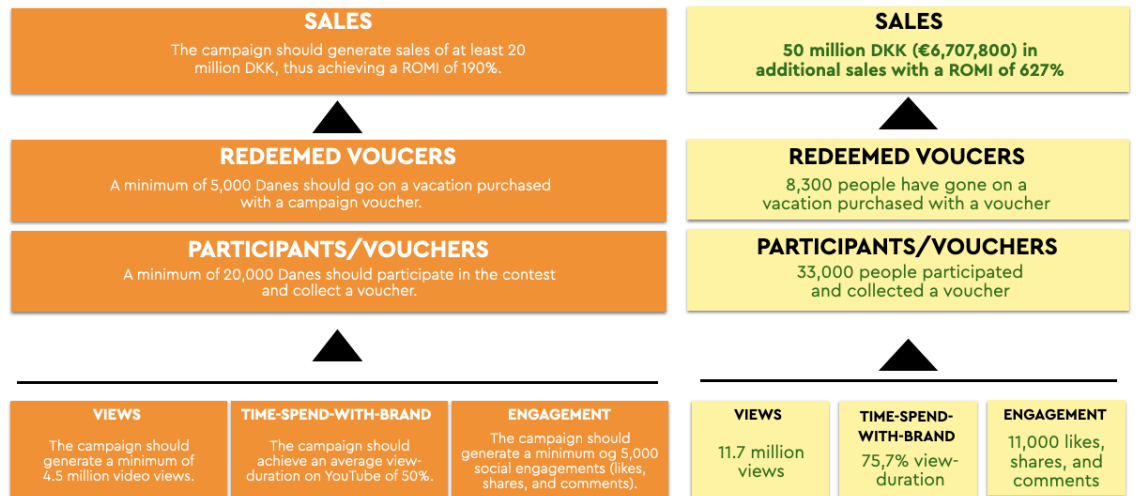
In just a few weeks, a staggering 33,000 individuals had visited our Dogcation-site, registered their pets for the competition, and received a travel voucher. Subsequently, sales figures showed that the pet-owner discount had been used to send over 8,300 people on Spies' trips, resulting in over 50 million DKK (€6,707,800) in increased sales. In terms of the total campaign investment, this translated to a remarkable ROMI of 627%.



So, who let the dogs out? Spies did, and it certainly paid off. In total, we achieved our objectives in the following manner:

TARGETS

RESULTS



Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

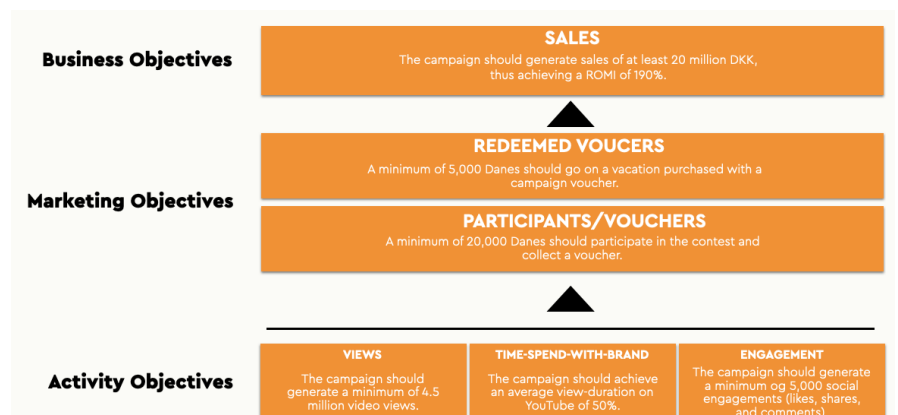
The business goal was to sell vacations. The campaign should generate **sales of at least 20 million DKK (€2,683,000), thus achieving a ROMI of 190%.**

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

For the campaign to succeed in generating a boost in sales, we had to map out the path to get there. With a high-interest topic like this, it was evident that a sales lift needed to primarily occur through a campaign that could engage Scandinavian pet-owners. Subsequently, a campaign-mechanism with trackable causality had to bridge the gap between engagement and sales.

Therefore, we set up the following KPIs for the campaign:



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Through the development in Spies' sales figures and by tracking redeemed campaign vouchers.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Revenue (growth/maintenance/easing decline/value share)

List Result

(Maximum: 30 Words)

The campaign generated 50 million DKK in additional sales with a ROMI of 627%.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Respectively 150% and 230% better than our target.

Marketing Objectives Results

1

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Redeemed vouchers: Out of the 20,000 vouchers collected, a minimum of 5,000 Danes should go on a vacation purchased with a campaign voucher.

Rationale - Why the objective was selected & what is the

benchmark?

(Max: 75 words, 3 charts/graphs)

For the campaign engagement and the collected vouchers to have an impact, they naturally had to be used to book a trip.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Through Spies' sales figures and various web metrics that monitor sales channels and vouchers.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Conversion

- Unsure which objective type to select? View guidance here.

List Result

State your corresponding result here.

After the campaign has ended, 8,300 people have gone on a vacation purchased with a campaign voucher.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

66% better than our target.

(Maximum: 75 words, 3 charts/visuals)

2

Objective - Overview & KPI

State your objective here.

Participants/Vouchers collected: A minimum of 20,000 Danes should participate in the contest and collect a voucher.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

If engagement was a valid metric for Spies to measure, it wouldn't just be present on social media; it should also be strong enough to transition over to Spies' own channels.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured through Spies' digital web metrics.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select?

View guidance here.

Penetration / Acquisition

List Result

State your corresponding result here.

In total, 33,000 people participated in our competition and collected a campaign voucher.

Context

Explain, with category, competitor, and/or prior year context, why these results are

A remarkable 65% better than our target.

significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Activity Objectives Results

-

1

Objective - Overview & KPI

State your objective here.

Video views on social media: The campaign should generate a minimum of 4.5 million video views.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Such an ambitious sales goal required the campaign to travel across Scandinavia and achieve broad coverage among Scandinavian dog owners.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured through Spies' social media metrics.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
 - Unsure which objective type to select?
View guidance here.
- Reach (e.g. open rate, shares, views, attendance)

State Result

State your corresponding result here.

The campaign generated an impressive 11.7 million video views on social media.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

A remarkable 160% better than our target.

2

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Social Engagement: The campaign should generate a minimum of 5,000 social engagements (likes, shares, and comments).

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

With an issue like ours, we had a unique opportunity to create a campaign that Scandinavian pet owners would engage with and thus serve as ambassadors for.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured through Spies' social media metrics.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Reach (e.g. open rate, shares, views, attendance)

State Result

State your corresponding result here.

When the campaign had ended, our Dogcation content had generated a total of 11,000 likes, shares, and comments across social media platforms.

Context

Explain, with category, competitor, and/or prior year context, why

120% better than our target.

these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

3

Objective - Overview & KPI

State your objective here.

Time spent with brand: The campaign should achieve an average view-duration on YouTube of 50%.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

If we were to get Danes to engage with our campaign, we first and foremost had to create campaign content that captured the attention of Danish pet owners and made them want to spend time with it.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Through Spies' online/digital metrics.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
 - Unsure which objective type to select?
- View guidance here.

Efficiency (e.g. cost per acquisition)

Reach (e.g. open rate, shares, views, attendance)

State Result

State your corresponding result here.

The campaign achieved an average view duration of 75.7% on YouTube.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Not only 51% better than our target but also surpassing the previous "Do It for Denmark" campaign.

Additional Results

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 150 words, 3 charts/graphs)

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence (or lack of influence) of these

Natural Events (e.g. weather, natural phenomenon, etc.)

Societal or Economic Events (e.g. changes in economic, political, social factors)

factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

4B. PUBLIC VERSION: Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making

Two factors could have influenced the above results, but in different directions.

Firstly, it's impossible to ignore the impact of COVID-19 in the travel industry. After a multitude of travel restrictions during the previous summer, there might have been a greater desire to travel among the Scandinavians in the summer of 2022 when the Dogcation campaign was launched. This could have provided extra momentum for a travel agency like Spies.

On the other hand, all Scandinavian countries experienced a high level of inflation during the summer of 2022, which typically leads Scandinavians to be more cautious with indulgences such as travel and dining out. Therefore, one could also argue that a campaign like Dogcation might have faced tougher conditions than usual.

the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

Various market forces could have both positively and negatively influenced the campaign. However, in the results presented above, we have only included outcomes directly related to the Dogcation campaign. For instance, sales figures only consider sales generated with a Dogcation voucher.

Section 4: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID MEDIA EXPENDITURES

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select Under €50,000 and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

Campaign Period:
Competition Year **€500-999 Thousand**

Paid Media Expenditures (Prior Year)

Campaign Period:
Prior Year **Not Applicable**

Compared to other competitors in this category, the budget is:

Select one.
Less

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

Select one.
Less

Media Budget Elaboration:

Provide judges with the context to understand your budget. **The entire media budget was used on paid social (Facebook, Instagram and YouTube) and performed way above the social benchmarks of Nordic Leisure Travel Group.**

What was the balance of paid, earned, owned, and shared media?

What was your

distribution strategy?

Did you outperform
your media buy?

In addition to
providing context
around your budget, if
you selected Not
Applicable to either of
the previous two
questions, explain why
you selected Not
Applicable.

(Maximum: 100 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life.
This should include hard pre and post productions costs, talent (influencer or
celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select a budget range
for the key assets you
developed to bring
your idea to life. This
should include hard
pre and post
productions costs,
talent (influencer or
celebrity fees) and any
activation costs.

€200–500 Thousand

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with
the context to
understand the
selection outlined
above. This is an
opportunity to provide
further context

Costs for strategic and creative development: 35%

Costs for production: 65%

surrounding your budget, so judges have a clear understanding and do not question the information provided above.

(Maximum: 100 words)

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Select all that apply.

Not Applicable

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

N/A

(Maximum: 100 words)

SOURCES

Investment Overview: Data Sources

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Select all that apply.

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Most integral touchpoint.

Digital Mktg. – Social: Organic

Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Social: Paid

Main Touchpoint 3

#3 Most Integral Touchpoint

Not Applicable

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Social Media Platforms

Select all that apply, or select Not Applicable.

Facebook

Instagram

YouTube

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Investment Overview. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High Resolution: 16:9 at 1920x1080.



Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.

Nordic Leisure Travel
Group - Dogcation
OK

Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Contests

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

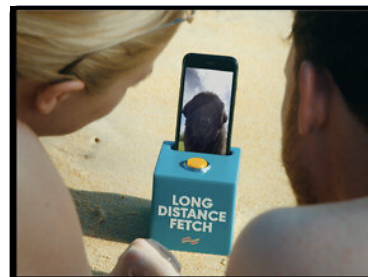
Technical Requirements:
.jpg/jpeg format



Dogcation - Screen Dump from Hero Film
OK



Dogcation - Long Distance Fetch
OK



Dogcation - Long Distance Fetch in Action
OK



Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges