

# E-1116-325

## Sardinian Soul

Product	Category Entered
Ichnusa	Best of Europe: Sustained Success

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form template** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

## ELIGIBILITY.

This year's eligibility period runs from 1 January 2023 - 31 March 2024. Your effort must have run at some point during the eligibility period in Europe. Results must be isolated to Europe and no results may be included after the end of the eligibility period. Review full eligibility information at the **Effie Europe website**.

**\*Sustained Success Entries:** Data presented must be isolated to Europe & entries in this category must include work and results that date back to at least 2021, also including the current competition year. Cases submitted in the Sustained Success category must have a common objective in both strategy and creative executions; with a continuation of core executional elements that demonstrate effectiveness over time. Answer all questions for the initial year and describe how/why change occurred over time, including the current competition year.

## FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/23-31/03/24. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

## TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

## RESOURCES

Review the key resources before starting your entry:

- **ENTRY KIT**

- EFFECTIVE ENTRY GUIDE
- SAMPLE CASE STUDIES

## ENTRY DETAILS

### Dates Effort Ran (Total)

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

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

Date From	2016-01-01
Date To	2022-12-31

### Countries Effort Ran In

Please select all the countries your effort ran in.

Italy

### Countries Presented in This Case

Please select only the countries presented in this case.

Italy

### 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.

- Local
- Regional
- National

### Industry Sector

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

Alcoholic Beverages

### 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)

Launch and scale a small, regional, Sardinian beer across Italy without sacrificing the brand's highly authentic nature.

## The Insight:

(Maximum per line: 20 words)

Italians' perception of Sardinians is skewed by popular stereotypes: they and their island are often parodied and made fun of.

## The Strategic Idea/Build:

(Maximum per line: 20 words)

Communicate and prove Ichnusa's authentic connection to Sardinia by challenging the misperceptions around Sardinians in Italian culture.

## Bringing the Strategy & Idea to Life:

(Maximum per line: One sentence - 20 words)

Our strategy, revised visual identity and creative idea all challenged Italians' idea of a beer from sunny and funny Sardinia.

## The Results:

(Maximum per line: 20 words)

Ichnusa became the most meaningful brand in Italy and the #3 beer by MS, earning an ROI of 9.16€/1€ spent.

## 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)

Ichnusa's launch on the Italian mainland is an incredible example of leveraging a brand's authenticity to unlock long term growth.

By proving to Italians and Sardinians alike that Ichnusa stood for Sardinia, we turned a small regional beer into the third – and briefly the second – biggest beer in Italy.

Ichnusa's total value share tripled from 4% in 2016 to 11% in 2022. It became the most preferred beer in Italy

Most importantly, 93% of Sardinians still saw the brand as an "excellence of our territory" and 78% as "a beer of which I'm proud"

# 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)

Sardinia is a Mediterranean island south of Corsica known for its stunning natural beauty and beach holidays.

And Sardinia's beer is Ichnusa.

The beer's name is the ancient Greek name for the island.

It doesn't have a logo - instead, it bears the Sardinian flag of the Four Moors.

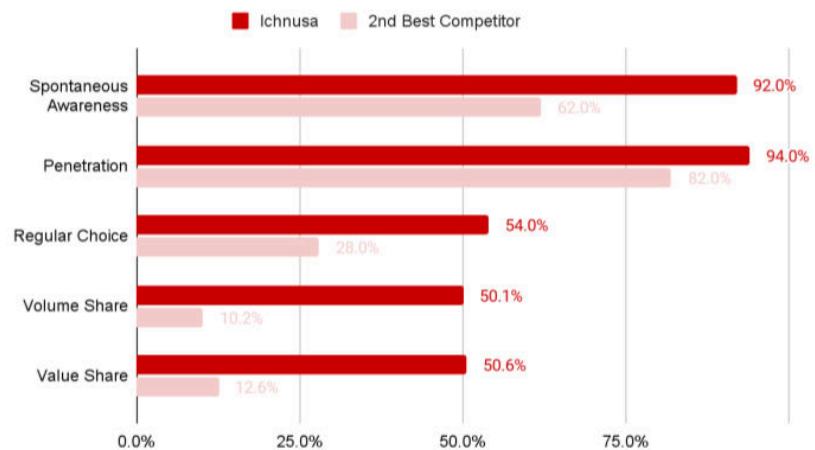
It was brewed exclusively on the island for all of its 110 year history.

Ichnusa is more than just Sardinian.

It is a beloved and *intensely* Sardinian icon.

And in 2016 (to nobody's surprise) Ichnusa was far and away the #1 beer on the island by pretty much every brand metric.

## Summary of Ichnusa Brand Metrics in Sardinia vs Second Best Competitor [1.1]

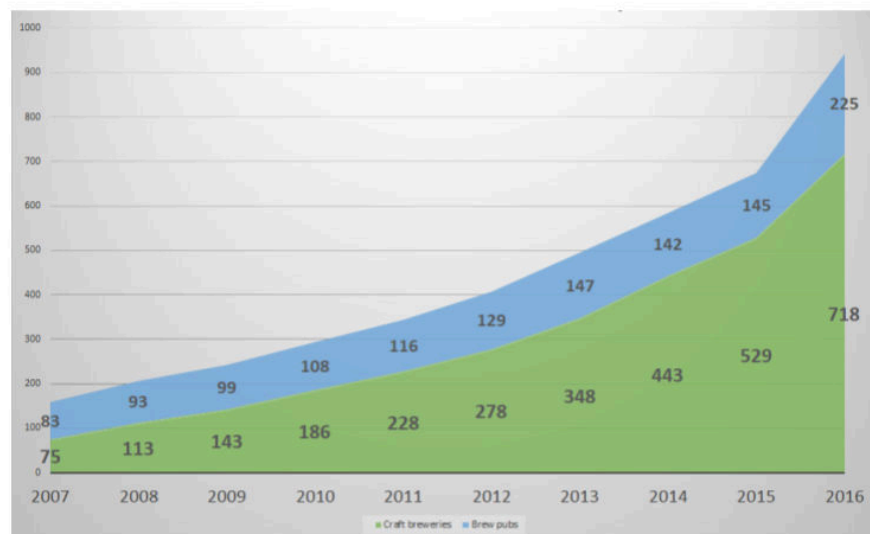


Ichnusa had been purchased by Heineken in 1986, but the company had been content with distributing and marketing it almost exclusively in Sardinia, barring a few outlets on the mainland.

But times were changing.

In 2016, the number of new craft beers and breweries entering the Italian market reached a new apex.

## Number of craft breweries in Italy, 2007-2016 [1.2]



Consumer preferences were shifting - drinkers were beginning to demand more local, craft-like beers.

Beers like Ichnusa - highly authentic [1.3] with a strong regional heritage [1.4].

So in 2017, Heineken decided to launch Ichnusa across mainland Italy.

Moreover, Ichnusa would launch alongside *Ichnusa Non Filtrata*, a richer, unfiltered version of the beer, sold at a premium.

Our task was to launch it.

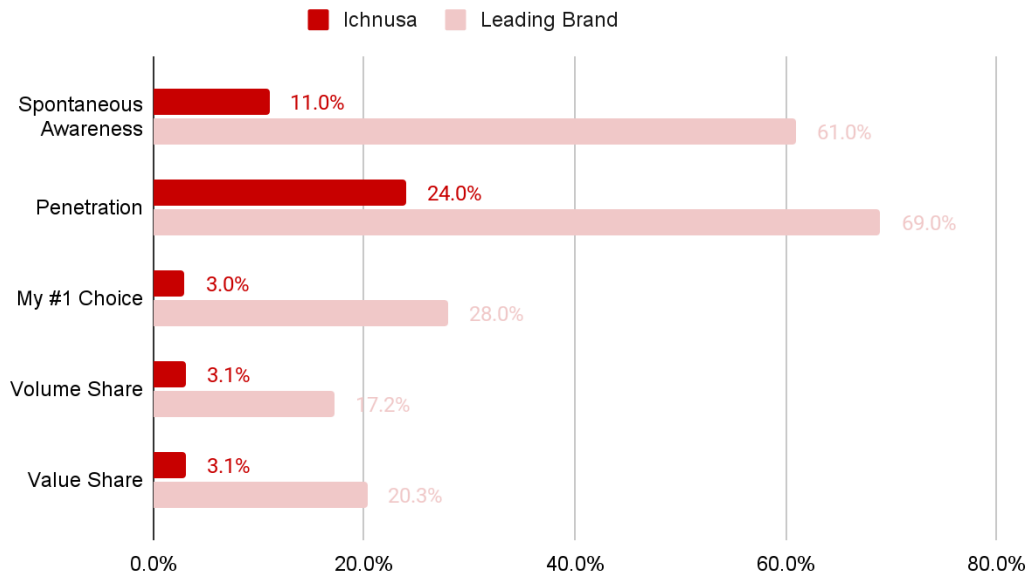
But this wasn't going to be a case of guaranteed success:

1. **Other local, craft-like brands had launched and failed:** Most recently in 2015, Birra Moretti had launched a new line of beers inspired by local regions - "Le Regionali". Sales had been weak and it was already all but gone from the off-trade by 2017.

Another Heineken product, Heineken H41 (made with a yeast from Patagonia) launched in 2016 but also failed to take off. It would go on to be delisted completely by 2018.

2. Ichnusa was *tiny*: it was the ninth beer by market share, the thirteenth beer by brand preference and the thirteenth again by brand awareness - and these results were as high as they were only because they were buoyed by our big presence in Sardinia.

Ichnusa Brand Metrics Summary vs Leading Brand [1.5]



3. The market was becoming more fragmented & competitive by the day:

189 new breweries had opened and entered the market *in 2015 alone* [1.6].

4. Lastly, and most importantly, massively scaling up increased the chances of Ichnusa looking like a massive sell-out - as we shall explain.

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)

Launch Ichnusa onto the Italian mainland and grow its volume and value share, without losing the brand's leadership position in Sardinia.

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

(Max: 75 words, 3 charts/graphs)

In 2016, Ichnusa was market leader in Sardinia, commanding a whopping 50.1% value share on the island [1.7].

Yet across Italy as a whole, where it was not distributed and not top of mind, Ichnusa only held 3.1% value share [1.8] - most of which was made up by sales from Sardinia.

Our first objective when launching was to grow the brand's value and volume share.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Volume and value share

Tagging - What keywords best describe your objective type?

(1 Required. No  
Maximum)

New Brand or Product / Service Launch

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

Volume (growth/maintenance/easing decline/volume share)

## Marketing Objectives

1

Objective - Overview & KPI

State your objective  
here.

(Max: 30 words)

Drive mass penetration, consideration and preference for the Ichnusa brand on mainland Italy without negatively affecting the same metrics for Ichnusa in Sardinia.

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

(Max: 75 words, 3  
charts/graphs)

To grow volume and value, we needed to drive penetration, preference and consideration for Ichnusa vs other brands in the market.

However, if we wanted to tell Italy that we were Sardinia's beer, then we needed to maintain our status as Sardinia's beer.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Penetration

Consideration

#1 Beer Choice

Beer I drink most often

Beer I buy regularly

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.

Consideration

Conversion

Penetration / Acquisition

2

### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

**Drive mass awareness of Ichnusa across Italy.**

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

(Max: 75 words, 3 charts/graphs)

**In 2016, Ichnusa only had 11% spontaneous awareness across Italy [1.9]: the brand was not well known.**

**To drive sales, we needed people to know the Ichnusa brand.**

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

**Brand awareness**

### 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.

**Salience / Awareness**

**3**

### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

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

(Max: 75 words, 3 charts/graphs)

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

### 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.

**Disregard**

## Activity Objectives

1

### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Let our communications resonate with both Italians and Sardinians alike.

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

(Max: 75 words, 3 charts/graphs)

In 2016, 84% of Sardinians viewed Ichnusa as a beer of which they were proud [1.10] and 91% saw it as an excellence of their land [1.11]: Ichnusa held a special place in Sardinians' hearts.

We needed our communications to evoke Sardinian pride to make Ichnusa feel authentic to Italians.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

*Represents excellence of my land*

*A beer that I'm proud of*

*PR and social reactions to the campaign*

### 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.

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

## 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.](#)

[1.1] IRI Database, 2016

[1.2] AssoBirra, 2016

[1.3] To 82% of Sardinians it was a "beer with authentic values". Source: ONEquity, 2016

[1.4] 84% of Sardinians viewed it as "a brand that shows my heritage". Source: Kantar ONEquity, 2016

[1.5] IRI Database, 2016

[1.6] AssoBirra, 2016

[1.7] IRI Database, 2016

[1.8] IRI Database, 2016

[1.9] IRI Database, 2016

[1.10] Kantar, 2016

[1.11] Kantar, 2016

## 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. Did your audience change over time? If so, describe how and why.

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

Ichnusa had been Sardinian beer-drinker's first choice for almost a century, sustained by the brand's highly authentic connection to the island.

Now we needed to leverage the brand's authenticity to persuade a new set of beer drinkers in mainland Italy to try and buy.

They were thirsty for new beers with a story to tell.

But they were also deeply skeptical of mass-market brands that just pretended to be authentic.

Herein lay our problem.




Because the more widely we communicated Ichnusa and the more we capitalised on Ichnusa's genuine connection to the island...the more *inauthentic* we risked seeming [2.1].

In fact, the world of beer is full of local brands whose attempts to scale backfired terribly.

Foster's - once Australia's favourite beer in the 1980's - leaned heavily into Australian stereotypes as it began to be marketed abroad. Today, it's virtually absent from the Australian market.

Pabst Blue Ribbon became popular with the hipster movement in the early 2000s in the USA - but commercializing this image rendered the brand mainstream and uncool.

Examples of beer brands that lost their authenticity.

		
<div>BEFORE</div> <p>Considered a blue-collar, authentically American beer. Became popular with hipsters in the early 2000s due to its retro appeal.</p>	<p>One of the best-selling beers in Australia in the 1980's. "Australia's favourite beer"</p>	<p>The first micro-distillery in San Diego and founders of the city's first local home-brewing community.</p>
<div>THE PROBLEM</div> <p>The brand advertised its new cool hipster image.</p>	<p>Began to be brewed and marketed abroad, leveraging Aussie stereotypes.</p>	<p>Sold to Constellation Brands for \$1 billion in 2015.</p>
<div>AFTER</div> <p>Advertising recruited more people into the brand, turning it mainstream and therefore "uncool" to hipsters.</p>	<p>Marketing didn't resonate locally &amp; brand authenticity was questioned. Virtually absent from the Australian market today.</p>	<p>Became known as a "sell-out". Later sold again for significantly less than acquired for.</p>

Authenticity is a bit like coolness: the moment you say you are, you're not anymore [2.2].

If our message felt "off" to Sardinians, our advertising would cause more harm than good - it would destroy our relationship with the island and make Italian consumers reject us.

This was a very real risk - a less than successful local campaign for Ichnusa had been criticised in testing in 2015 for not feeling "Sardinian enough":

## Kantar Testing of the “Luigi” Ichnusa TVC, 2015



## Reactions to the “Luigi” Ichnusa TVC, 2015

*“What relevance does it have [to Sardinia]?”*

*“The protagonist isn’t even Sardinian”*

*“His accent is totally off”*

We needed to somehow market Ichnusa to Italians without seeming inauthentic to Sardinians.

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)

We needed to start from an insight that would ring true to Sardinians, but resonate with Italians.

So we set off on a cultural analysis of the island and its people.

### SARDINIA 101

Sardinia has had a fiercely independent streak for much of its history.

Being conquered and reconquered since before the ancient Romans shaped a regional character that vehemently held onto its own traditions.

In fact, most of Sardinia's inhabitants still speak Sardinian, a distinct language with elements of ancient Latin, Catalan and even Arabic. Inland, far from the glitzy tourist resorts, ceremonies with roots in prehistory (predating even Christianity) - that of the “Mamuthones”, “Boes” and “Merdules”, are still practised today.

### The ceremonies of the "Mamuthones", "Boes" and "Merdules"



Sardinians are proud, highly respectful of traditions and quietly attuned to the frequently wild nature that still encompasses the island.

### SHEPHERDS & BANDITS?

But these same cultural characteristics also made Sardinians the butt of mainlander's jokes.

In Italian pop-culture, people stereotype Sardinians as being backwards, stubborn and uncultured. The running gag is that they're primitive, somewhat slow-witted sheep-herders (and, ahem... "lovers") or bandits [2.3].

Think *Groundskeeper Willie* from *The Simpsons*, who in the Italian version is proudly Sardinian.

These stereotypes are frequently used to mock Sardinians on TV shows and in memes:

### Memes parodying Sardinians.



A simple Sardinian I am.  
Backwards I speak.



Roman, Milanese,  
Neapolitan, Sardinian.



When your Sardinian friend lends  
you his lawnmower..



When you go to your friends'  
place and they place a bag of  
worms on the table,  
"I know you like them"

Even the famous politician Matteo Salvini has referred to Sardinia as an island of shepherds and bandits:

### Politicians and celebrities discuss Sardinians.



"Sardinians are a population  
of shepherds and bandits."  
One of Matteo Salvini's many insults when he  
was part of Padania Libera."

Paolo Villaggio: "I sardi fanno pochi figli? Certo, preferiscono le pecore". È bufera



"Paolo Villaggio: "Sardinians have few children?  
Of course, they prefer sheep." Outrage."

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: 200 words)

We hadn't found an insight per se - but we had found a cultural tension.

Italians' perception of Sardinians and the truth did not match.

PERCEPTION		TRUTH
Beach holiday destination	→	Culturally rich island
Bandits & shepherds	→	Proud Sardinians
Backwards & uncultured	→	Respectful of traditions
Isolationist	→	Fiercely independent
Slow, dull-witted	→	Unpretentious & laid-back
Stubborn	→	Uncorrupted by modern life

Correcting this perception was a message that *demanded* scale.

It gave us a reason to shout loud and proud about Sardinia and its people.

Moreover, it allowed us to speak about Sardinia in a way that would be relatable and understandable to Italians.

In other words, tackling this tension could give us a solution to the authenticity paradox.

Our strategy took shape: we would prove Ichnusa's authentic connection to Sardinia by challenging the misperceptions around Sardinians in Italian culture.

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

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[2.1] "The Perils of Proclaiming an Authentic Organizational Identity", Kovács et al., 2017

[2.2] "If you're perceived as authentic, it's good for you — but only if others say it about you. You, yourself, you almost need to disown it." describes Stanford sociology professor Glenn R. Carroll, author of several works on brand authenticity. Source: Authenticity's Paradox: If You Flaunt It, You Lose It, Stanford Business, 2016.

[2.3] *Sardinia's intractable interior was home to bandits until as far as the 80's. They frequently kidnapped and ransomed wealthy individuals.*

## 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; 3 charts/visuals)

#### A NEW STRATEGY

We rebuilt Ichnusa's brand DNA to reframe Sardinians in the eyes of Italians.

Not stubborn, but **UNCORRUPTED**: We don't go with the flow, we stay true to who we are.

Not primitive, but **RAW**: Like our nature, we act in a pure, uncomplicated way.

Not backwards, but **RESPECTFUL**: We respect our people, environment and traditions.

We called it *"Anima Sarda"* - Sardinian Soul.

And a rule was set to preserve it.

Only creativity that had been approved by a strict panel of brand guardians - the brewery workers of Ichnusa - would be aired.

Our updated brand DNA guided a complete rework of the brand's visual identity.

We needed to disrupt people's idea of a beer from sunny and funny Sardinia.

As well as sharpen and simplify the brand's distinctive assets to make it stand out in a highly cluttered market.

Thus our colour palette was distilled down to the red, white and black of the flag of the Four Moors. Our typeface became bold and rough. Photography eschewed the typical turquoise and golden photography around Sardinia in favour of raw black and white.

#### Rework of Ichnusa's visual identity.

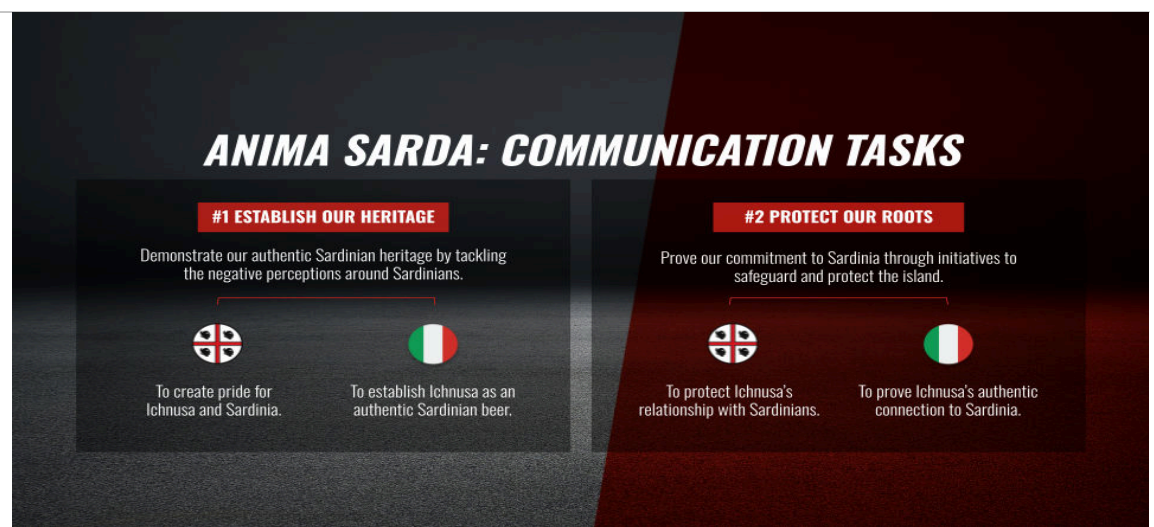


3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

(Maximum: 100 words; 3 charts/visuals)

We split our campaign into two communication tasks:





## MEDIA

Traditional TV was (and still remains) central to Italians' media diets [3.1]. Since our goal was first and foremost mass awareness and action, 92% of our media spend went towards it.

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)

### CREATIVE TASK #1 - ESTABLISH OUR HERITAGE

Our revised brand identity guided the development of our creative mechanism.

Over a bold, rhythmic soundtrack, our TVC took Sardinia's "backwards" perception and turned it into a quality.

Not "backwards" at all - but rather incorruptible and more connected to the things that matter. All under the banner of Ichnusa - our beer and our island.

The campaign launched in Q2 2017 and played out in TV, print and social media. Since the goal was first and foremost to grow the original Ichnusa and its brand, Ichnusa Non-Filtrata was only communicated as a tag-on beginning in 2018.

In 2022, the campaign was refreshed using a similar creative mechanism.

Creativity took the most common stereotypical negative traits about Sardinians and reframed them into qualities.

### CREATIVE TASK #2 - PROTECT OUR ROOTS

You don't get to be authentic just by talking.

You need to walk the talk.

We needed to relentlessly *prove* our genuine connection to Sardinia.

So alongside our creative campaign we launched the "Respect" platform - a collection of initiatives to protect and safeguard Sardinia.

### IL NOSTRO IMPEGNO - BEACH CLEANUPS

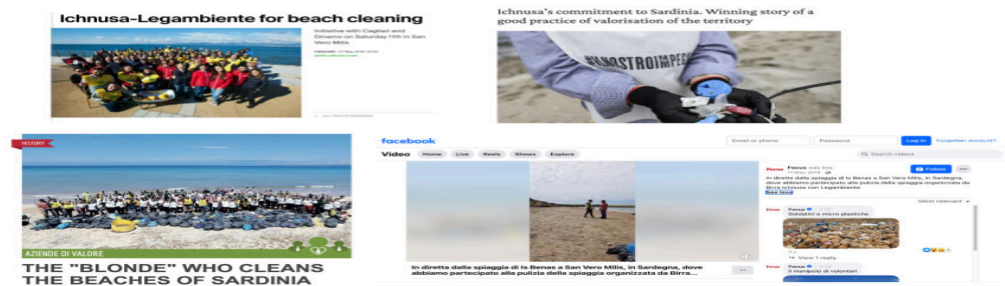
Littering is a big problem in Sardinia - so big that in 2017, some beaches were so rubbish-ridden that they had to be closed.

So Ichnusa began organising yearly beach cleanups in collaboration with the NGO Legambiente, and our own brewery workers.

To encourage people to get involved, we recruited Sardinia's most respected football and basketball teams, Cagliari Calcio and Dinamo Sassari respectively, to be part of the cleanup and help us communicate the initiative.

Over 3000 Sardinians got involved, attracting the attention of the national press.

## PR IMPACT OF "IL NOSTRO IMPEGNO" INITIATIVE



A commemorative beer glass - made out of recycled glass from the cleanup - was created to thank each of the volunteers.

## VUOTO A BUON RENDERE - RETURNABLE BOTTLES

In 2018, Ichnusa introduced returnable and reusable bottles across bars and restaurants.

These bottles, made of thicker glass, are the most sustainable packaging solution available for beer because they can be reused up to 100 times and for over 20 years - cutting CO2 emissions by  $\frac{1}{3}$  [3.2].

Today 6 out of 10 bottles enjoyed on the island are of the returnable kind.

## PR REACTIONS TO ICHNUSA'S RETURNABLE BOTTLE. 2019

### Returnable vacuum returns in Sardinia: Ichnusa beer relauches the "good" bottle

*Bottles for reuse will be marked with a green cap. On the label the writing: "Empty with good return, our commitment to Sardinia"*

JUNE 23, 2019 AT 1:34PM

1 MINUTE READ

#### Ichnusa beer relauches returnable beer: here is the new bottle with green cap



FRANCESCA MANCUSO

Published on 05/31/2019

*Ichnusa beer turns green. The Sardinian brand recently relaunched returnable bottles by inaugurating the new green line of bottles*

### Ichnusa, even the famous beer chooses the environment, the "profitable vacuum" arrives

3 June 2019 Team PW Curiosity 0

## REFORESTATION

As a record number of wildfires threatened the islands' habitats, in 2021 we donated a firetruck to help firefighters put out flames in remote areas. We followed this up in 2022 by pledging to help reforest 6 fire-stricken areas of the island.

## KV promoting reforestation of the island. "Our commitment to reforestation".



## 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.

## 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.

**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.](#)

[3.1] In 2022, 91% of Italians still watched traditional TV for an average of 3.5 hours a day. Source: Auditel, 2022.

[3.2] Source: Certification Institute Certiquality, 2019

## 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, COMPETITOR and/or PRIOR YEAR 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 400 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.

- Provide a clear time frame for all data shown – either within your response or via the sources box.
- All results must be isolated to Europe and must correspond to a data source.
- **Sustained Success Requirement:** Entrants must include work and results from the **initial year**, at least one **interim year**, and the **current competition eligibility period** (the current competition eligibility period is 1/1/23-31/3/24). If



presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples.

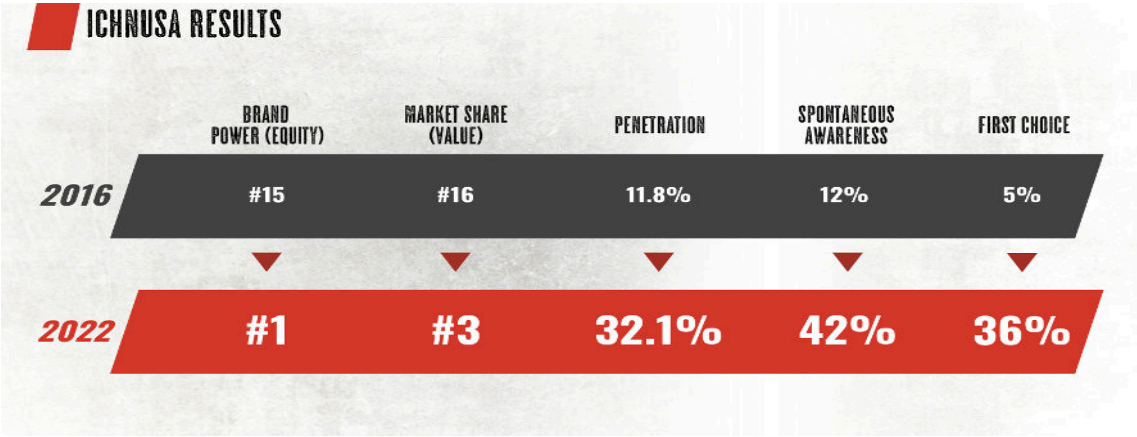
- Results after March 2024 that are directly related to work that ran during the eligibility window can be included.

## Results Overview

(Maximum: 350 words, 5 charts/visuals)

### RESULTS: THE POWER OF AUTHENTICITY

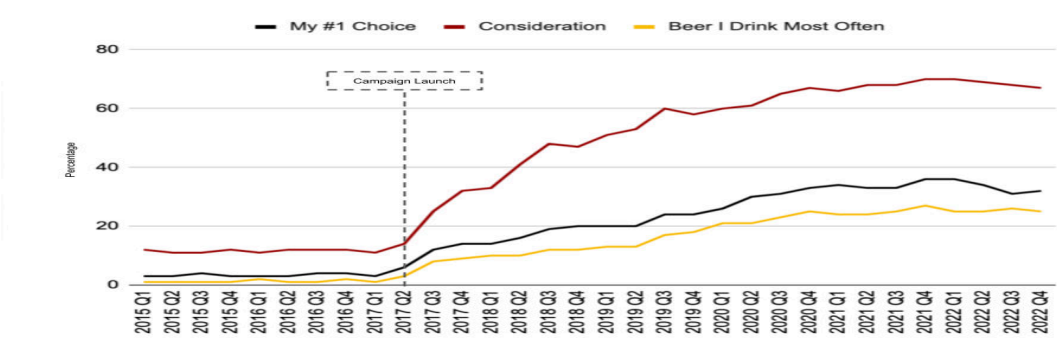
Our efforts to capture the authentic spirit of Sardinia paid massive dividends.



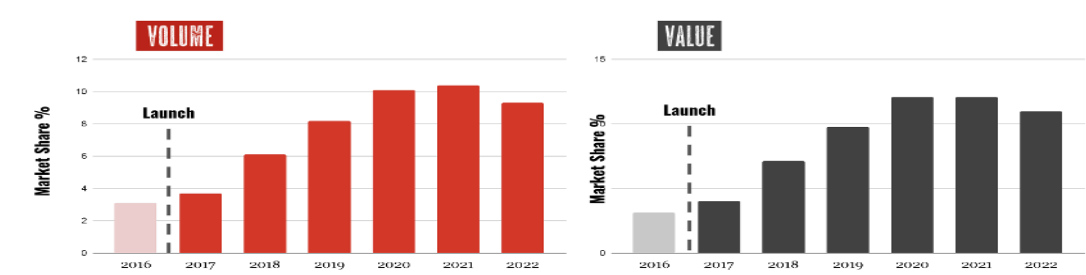
Ichnusa became the most meaningful brand in Italy across *all* categories, not just beer, achieving Kantar's highest "brand power" score in the country [4.1]

**Consumers knew us...:** Our awareness jumped to 42% by 2022 [4.2]

**And bought us:** Our brand penetration tripled, reaching 32% in 2022. We also became the first beer of choice for a third of Italians. In fact, Ichnusa became the most preferred beer brand in Italy [4.3]



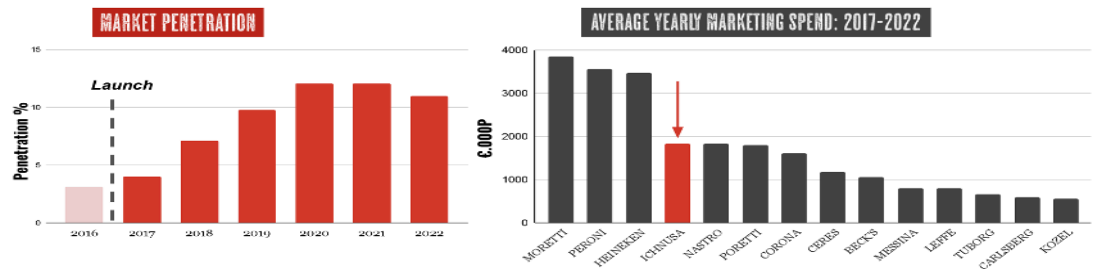
**We almost quadrupled our market share:** Our value share grew from 3.1% in 2016 to 11% in 2022. We tripled our volume share from 3.1% to 9.3% [4.4].



This made us the #3 beer brand in the country within 4 years...and briefly #2!

**Our growth was such that we even grew the market as a whole:** Over 40% of the incremental growth in the category since 2016 was driven by Ichnusa [4.5].

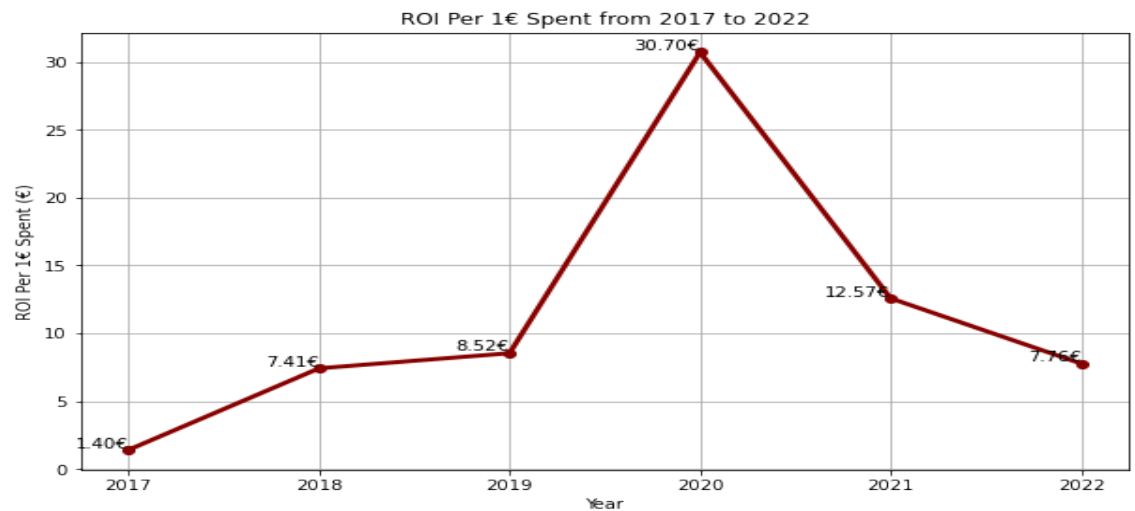
**We didn't buy our success:** Our authenticity allowed us to achieve this growth whilst spending significantly less than the competition [4.6].



**We replicated our success across variants:** Our value sales were split 52/48 between Ichnusa and its unfiltered version, Ichnusa non-filtrata [4.7]

**Most importantly, we did it all whilst remaining authentic to Sardinians:** In 2022, 80% of Sardinians still saw Ichnusa as a "brand I can trust", 93% still saw the brand as an "excellence of our territory" and 78% as "a beer of which I'm proud" [4.8]. On social channels, Sardinians were so proud of our communications that some offered us honorary Sardinian citizenship!

**All this drove profitability in the short and long term:** touching a whopping Profit ROI of €30.70 per 1€ spent in 2020 [4.9]



*Ichnusa Profit ROI per Year - 2017-2022.*

**But what about the total profit ROI?**

Between 2017 and 2022, Ichnusa delivered a profit ROI of €9.16 per €1 spent [4.10]

## 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)

Launch Ichnusa onto the Italian mainland and grow its volume and value share, without losing the brand's leadership position in Sardinia.

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

(Max: 75 words, 3 charts/graphs)

In 2016, Ichnusa was market leader in Sardinia, commanding a whopping 50.1% value share on the island [1.7].

Yet across Italy as a whole, where it was not distributed and not top of mind, Ichnusa only held 3.1% value share [1.8] - most of which was made up by sales from Sardinia.

Our first objective when launching was to grow the brand's value and volume share.

## Measurement - How did you plan to measure it?

(Maximum: 30 words)

Volume and value share

## Tagging - What keywords best describe your objective type?

(1 Required. No  
Maximum)

New Brand or Product / Service Launch

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

Volume (growth/maintenance/easing decline/volume share)

## List Result

(Maximum: 30 Words)

**We almost quadrupled our market share:** Ichnusa's value share grew from 3.1% in 2016 to 11% in 2022. We tripled our volume share from 3.1% to 9.3%.

## Context

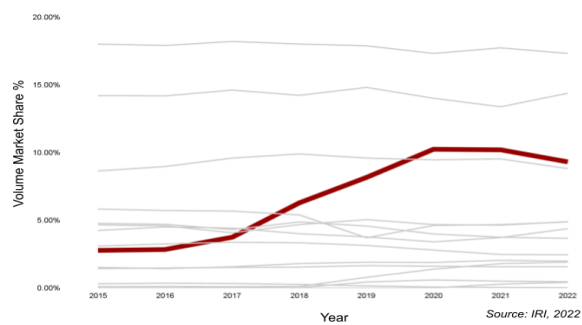
Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3  
charts/visuals)

Sales took off.

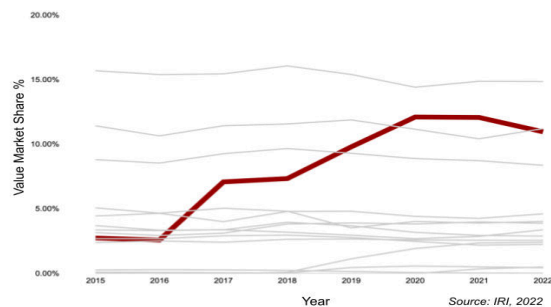
Ichnusa's total volume share more than tripled - from 2.8% in 2016 to 9.3% in 2022:

**Ichnusa volume share vs top 15 beer brands, by year.**



Similarly, Ichnusa's total value share tripled from 4% in 2016 to 12.1% in 2020.

**Ichnusa value share vs top 15 beer brands, by year.**



Ichnusa had gone from being a small local brewery to the number 2 beer in Italy (between 2020 and 2021) in only three years.

## Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Drive mass penetration, consideration and preference for the Ichnusa brand on mainland Italy without negatively affecting the same metrics for Ichnusa in Sardinia.

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

(Max: 75 words, 3 charts/graphs)

To grow volume and value, we needed to drive penetration, preference and consideration for Ichnusa vs other brands in the market.

However, if we wanted to tell Italy that we were Sardinia's beer, then we needed to maintain our status as Sardinia's beer.

## Measurement - How did you plan to measure it?

(Maximum: 30 words)

Penetration  
Consideration  
#1 Beer Choice  
Beer I drink most often  
Beer I buy regularly

## 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.

Consideration  
Conversion  
Penetration / Acquisition

## List Result

State your corresponding result here.

Penetration and consideration and preference grew massively - both on mainland Italy and in Sardinia. Ichnusa became Italy's #1 preferred beer.

## 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)

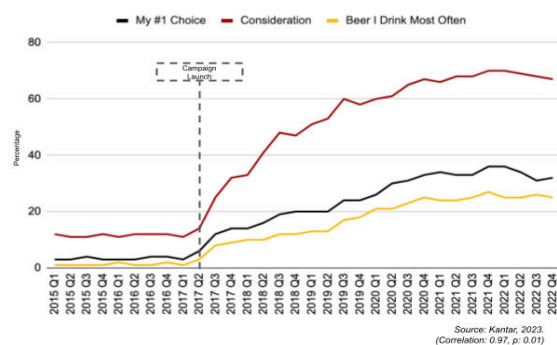
### ICHNUSA'S PENETRATION GREW MASSIVELY ACROSS MAINLAND ITALY:

In Ichnusa's brand penetration tripled, from 12% in 2017 to 32% in 2022:

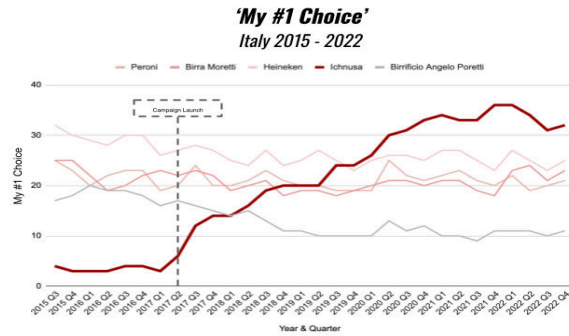
### WE DROVE MASS PREFERENCE FOR ICHNUSA

Brand preference and consideration grew and grew:

**Consideration, 'My #1 Choice' & 'Beer I Drink Most Often' - Italy 2015 - 2022**

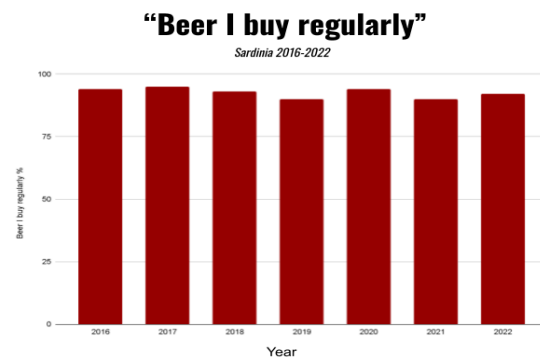


In fact, Ichnusa became the most preferred beer brand in Italy:



#### PREFERENCE FOR ICHNUSA REMAINED HIGH IN SARDINIA TOO

In Sardinia, "Beer I buy regularly" remained consistently above 90%:



## # 2

### Objective - Overview & KPI

State your objective here. **Drive mass awareness of Ichnusa across Italy.**

(Max: 30 words)

### Rationale - Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

In 2016, Ichnusa only had 11% spontaneous awareness across Italy [1.9]: the brand was not well known.

To drive sales, we needed people to know the Ichnusa brand.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

**Brand awareness**

### 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.

**Salience / Awareness**

## List Result

State your corresponding result here.

Ichnusa's brand awareness in Italy grew from 11% in 2016 to 41% in 2022.

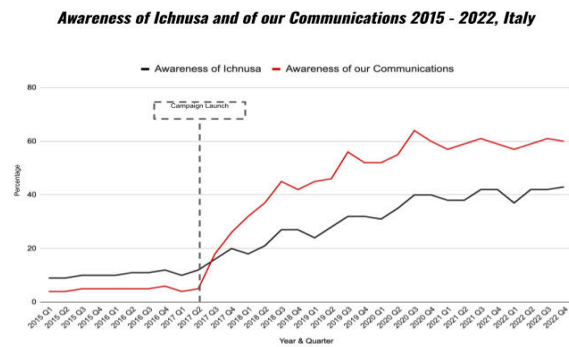
## Context

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)

Our communications are what was driving mass awareness for the Ichnusa brand.

The correlation coefficient between awareness of our communications and awareness of Ichnusa is 0.97 with a p value of 0.01. The two are highly positively correlated.



## #3

### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

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

(Max: 75 words, 3 charts/graphs)

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

### 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.

Disregard

## List Result

State your corresponding result here.

Across a variety of metrics, Ichnusa provably remained an authentic beer brand that Sardinians were proud of. On social media, some Sardinians even offered us honorary citizenship!

## 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)

COMMUNICATIONS WERE PERCEIVED AS AUTHENTIC BY SARDINIANS:

Users online - particularly Sardinians - praised our campaign for its authentic representation of the island and its people. Some even offered us Sardinian citizenship!

## Reactions to our campaign on social media



**Translation:** I don't know who did the last Ichnusa commercial, but for me if he is not Sardinian he should have honorary citizenship, since he captured our essence. Thank you 🙏



**Translation:** After seeing the commercial created for the Sardinia region, I wanted to say that it doesn't matter, luckily Ichnusa beer is there to promote us better.



**Translation:** How beautiful is the new Ichnusa commercial? It makes for a great promotion of our Sardinia.



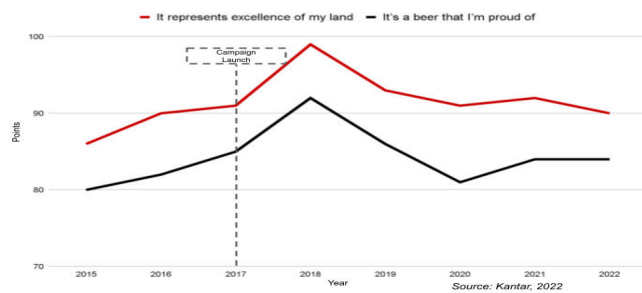
**Translation:** Oh my god the Ichnusa commercial makes me so proud.



**Translation:** Stunning! I am not Sardinian but I feel m Anima Sarda, eja. A zent'anni 🇮🇹🇮🇹🇮🇹

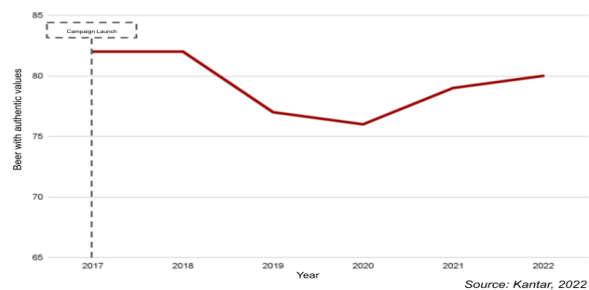
Sardinians remained highly proud of Ichnusa and how it represented their land:

### "Represents excellence of my land" & "A beer that I'm proud of" - Sardinia, 2015-2022.



To Sardinians, Ichnusa remained a highly authentic beer brand:

### "Beer with authentic values" score - Sardinia 17-22 (this metric was not measured prior to 2017)



## Activity Objectives Results

# 1

### Objective - Overview & KPI

State your objective here.

Let our communications resonate with both Italians and Sardinians alike.

(Max: 30 words)

### Rationale - Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

In 2016, 84% of Sardinians viewed Ichnusa as a beer of which they were proud [1.10] and 91% saw it as an excellence of their land [1.11]: Ichnusa held a special

place in Sardinians' hearts.

We needed our communications to evoke Sardinian pride to make Ichnusa feel authentic to Italians.

Measurement - How did you plan to measure it?

- (Maximum: 30 words)
- Represents excellence of my land*
  - A beer that I'm proud of*
  - PR and social reactions to the campaign*

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.
- Popularity / Fame / Social Discourse
- Positive Sentiment / Emotional Resonance

List Result

State your corresponding result here.

Our communications for Ichnusa evoked a strong sense of pride amongst Sardinians between 2016 and 2022. Pertinent brand metrics remained as high as before the campaign.

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)

COMMUNICATIONS WERE PERCEIVED AS AUTHENTIC BY SARDINIANS:

Users online - particularly Sardinians - praised our campaign for its authentic representation of the island and its people. Some even offered us Sardinian citizenship!

Reactions to our campaign on social media

**\*Rita\*** @ricoulbeDobbie · 11 apr 2022

Non so chi abbia fatto gli ultimi spot di **ichnusa** ma per me se non è sardo dovrebbe avere, perché ha colto la nostra essenza, la cittadinanza onoraria. Grazie ❤️

**Beranu66** @beranu66 · 9 apr 2022

#Orgogliosi  
#Testardi  
#Dipocheparole  
#ICHNUSA #ANIMA #SARDA



**Translation:** I don't know who did the last Ichnusa commercials, but for me if he is not Sardinian he should have honorary citizenship, since he captured our essence. Thank you 🙏

**Josh** @mposh75

dopo aver visto lo spot creato dalla regione sardegna, volevo dire che non importa, per fortuna ci pensa la bima Ichnusa a promozionarci meglio.

11:48 PM · 20 set 2022

**moonchild &** @dongwooksauros

ma quanto è bella la nuova pubblicità dell'ichnusa? fa una bellissima pubblicità della nostra sardegna 🍷

11:11 AM · 18 giu 2017

**sara** 🇮🇹 OEX3 ERA @italycars

La pubblicità dell'ichnusa mi rende proprio orgogliosa comunque dio mio

1:42 PM · 29 giu 2022

**Rika Rodriguez** 6 mesi fa

Fabulosa...io non sono sardo ma ho la mia Anima sarda eja! A zent'anni 🇮🇹 🇮🇹 🇮🇹

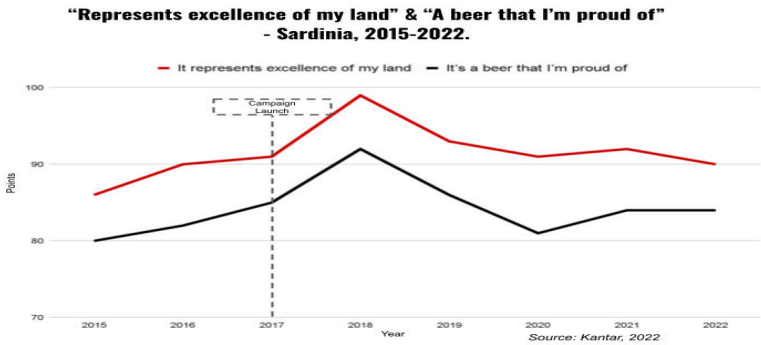
**Translation:** After seeing the commercial created for the Sardinia region, I wanted to say that it doesn't matter, luckily Ichnusa beer is there to promote us better.

**Translation:** How beautiful is the new Ichnusa commercial? It makes for a great promotion of our Sardinia.

**Translation:** Oh my god the Ichnusa commercial makes me so proud.

**Translation:** Stunning! I am not Sardinian but I feel m Anima Sarda, eja. A zent'anni 🇮🇹 🇮🇹 🇮🇹

Sardinians remained highly proud of Ichnusa and how it represented their land:

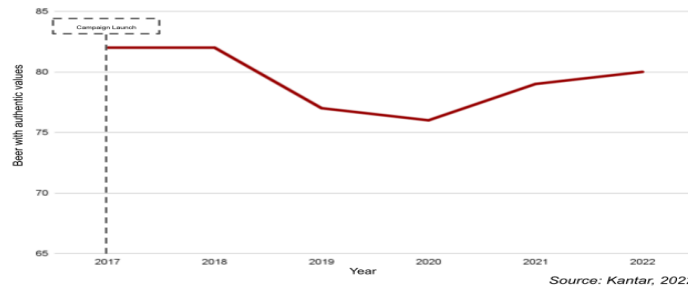


To Sardinians, Ichnusa remained a highly authentic beer brand:



### “Beer with authentic values” score - Sardinia 17-22

(this metric was not measured prior to 2017)



## 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.

It is not required to provide additional results & you may leave this field blank.

(Maximum: 250 words, 3 charts/graphs)

4B. 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 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.

Internal Company Events (e.g. change in ownership, internal dynamics, etc.)

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

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 the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

**You simply increased distribution:**

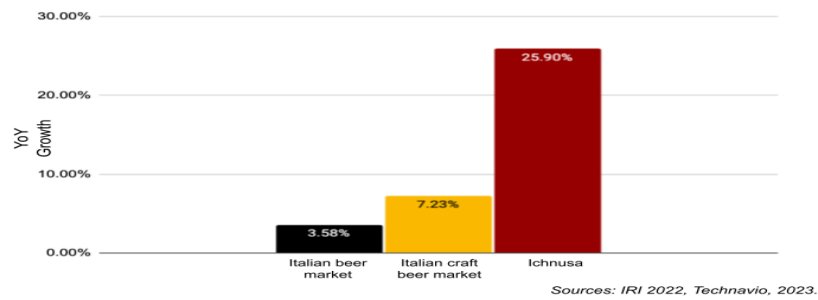
True - the whole point of the campaign was to launch Ichnusa across mainland Italy.

However, increased distribution alone cannot account for the huge increase in sales. Ichnusa's distribution was comparable to other products in the Heineken portfolio.

**The craft beer market was already growing:**

True, the craft and beer market was already growing. However, Ichnusa far outpaced it:

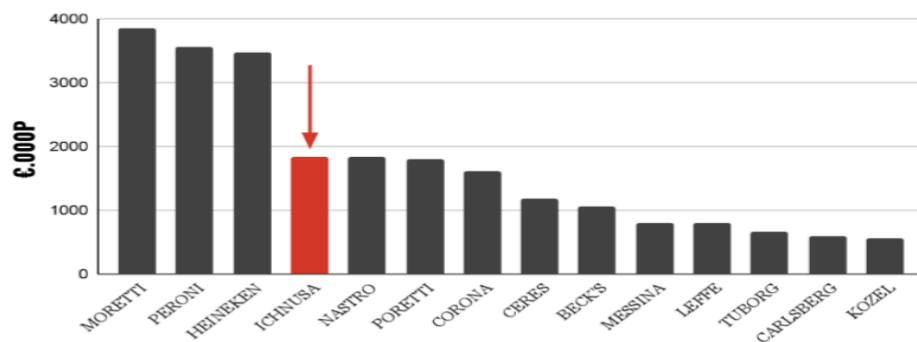
## Ichnusa YoY average growth vs Italian beer market & Italian craft beer market



### You outspent the competition:

Ichnusa's average yearly ad spend was only the fourth highest of the category and similar to the spend of Nastro Azzurro (5th) and Angelo Poretti (6th).

## Ichnusa Market Penetration & Average Yearly Marketing Spend vs Key Competitors.



### You just tapped into the latent demand of emigrated Sardinians / Italians who had visited Sardinia.

Emigrated Sardinians would have ALL had to drink an average of 7.34 *additional* litres of beer compared to regular Italian beer drinkers to account for the incremental sales. This seems unlikely.

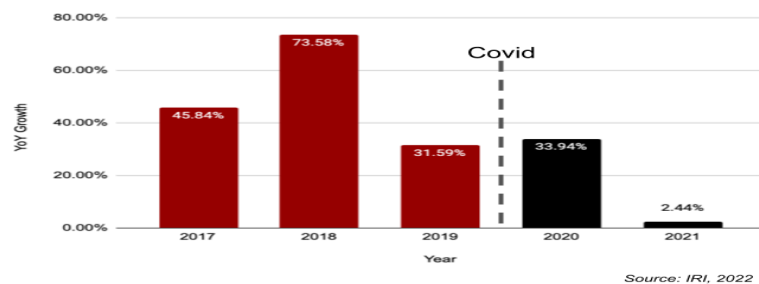
### You introduced a new "craft-like" variant - Ichnusa Non Filtrata.

So had other competitors, including much bigger brands like Peroni (and Birra Moretti, as mentioned previously).

### It was just the effect of the Covid lockdowns.

Ichnusa's volumes grew in 2020, but this growth was simply the continuation of a longer term trend that had begun in 2017, at launch:

## Ichnusa Growth Rate by Year



## 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

4.1: Kantar, 2022

4.2: Kantar, 2022

4.3: Kantar, 2022

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.**

- 4.4: IRI 2022
- 4.5: IRI 2022
- 4.6: Dentsu, 2022
- 4.7: IRI 2022
- 4.8: Kantar, 2022
- 4.9: Heineken NV; IRI 2022
- 4.10: Heineken NV; IRI 2022

## 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 Expenditures (Sustained Success)

Select paid media expenditures.

2017	2018	2020	2022
€2-3 Million	€1-2 Million	€1-2 Million	€3-5 Million
	Approx -20% decrease	Approx -65% decrease	Approx 30% increase

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

Select one.

About the same

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

Select one.

More

### Media Budget Elaboration:

Provide judges with the context to understand your budget.

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

What was your distribution

Traditional TV was (and still remains) central to Italians' media diets. Since our goal was first and foremost mass awareness and action, 92% of our media spend went towards it.

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.

Not Available / Unknown

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

The above figures are confidential and have not been released to be shared

(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.

No

(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.

Sponsorship – Live Activation

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.  
(Maximum: 100 words)

As part of our beach cleanups, to encourage people to get involved, we recruited Sardinia’s most respected football and basketball teams, Cagliari Calcio and Dinamo Sassari respectively, to be part of the cleanup and help us communicate the initiatives.

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

	2017	2018	2020	2022
Digital Mktg. – Short Video (:15-3 min.)	4	3	7	3
Digital Mktg. – Social: Paid	0	1	6	2
	100.0	100.0	100.0	100.0

OOH – Billboards	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="2"/>
OOH - Transportation	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="1"/>
TV	<input type="text" value="94"/>	<input type="text" value="93"/>	<input type="text" value="87"/>	<input type="text" value="92"/>
	100.0	100.0	100.0	100.0

## 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.

TV

### Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Short Video (:15-3 min.)

### Main Touchpoint 3

#3 Most Integral Touchpoint

OOH – Billboards

## 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.



Ichnusa Case Study  
OK

## Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Digital Mktg. – Short Video (:15-3 min.)

OOH – Billboards

TV

## Raw Creative Examples as Originally Aired

For Research Purpose



Anima Sarda Launch Film 2017  
OK



Anima Sarda 2022  
OK



Beach Cleanup Initiative  
OK

In what language the raw creative example aired?

Italian

## 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



Reforestation Initiative  
OK



Commemorative beach cleanup glass  
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.