

L'Oréal wins Best Marketing award at Product of the Year



For the first time, Product of the Year has awarded a company for the best use of marketing following a category win in the annual awards.

In a competitive and saturated market, it's difficult for brands to get cut-through with their

messages. Winning an award such as Product of the Year is a great coup, but that must be capitalised on if awareness and sales are to increase.

The team at L'Oréal showed clever and tactical campaign execution of its 2014 win in the Hair Colour category for its product Garnier Olia, which is claimed to be the first home hair colour to be powered by oil, not ammonia.

Following its win, the team initiated a \$2.6 million above-the-line media campaign that included print, TV and digital in order to raise awareness, garner advocacy and educate consumers on its innovative product and Product of the Year win.

More than 100,000 Garnier Olia products were stickered with the Product of the Year winner's logo, as well as hundreds of in-store activations to accompany the campaign.

The results speak for themselves: Garnier Olia reached its highest value share for 2014 at seven per cent (in November). In key grocery accounts, Olia baseline sales grew by up to 36 per cent in Woolworths and 32 per cent in Coles, after the product was featured on TV with a Product of the Year campaign (Nielsen Census YTD 30/11/14).

L'Oréal Garnier Group Brand Manager Louise Byron said the group is thrilled with the results of the campaign and very optimistic about the continued growth of the range.

"In only its second year after launch, Olia continues to show healthy growth in the home hair colour market, with the highest and most consistent trial and repeat usage rates compared to its key competitors [Nielsen Homescan]," she said.

Product of the Year Director Sarah Connelly said the L'Oréal team presented a compelling case and was judged on the marketing solution output as well as incremental sales of the product.

"As consumers become more educated, have more choice on what to spend their money on and more opportunities to research products, an award like Product of the Year becomes increasingly relevant," she said.

"The L'Oréal Garnier team certainly optimised the category win and the results certainly paid off for them.

"In a crowded and competitive arena, the Product of the Year-driven campaign helped to meet L'Oréal's objectives of awareness, advocacy and education.

"We're thrilled to crown them as the inaugural Best Marketing award winner." ♦

Nutri-Grain repositions brand

In early February, Nutri-Grain announced the launch of a content-led campaign targeting teens. Created by JWT Sydney in conjunction with partners Finch, Mindshare, Liquid Ideas and VML, the campaign repositions the brand from 'Iron man food'

to launch a powerful, belief-based brand purpose that celebrates individuals who 'live unstoppable lives'.

The campaign spans long- and short-form content, supported by TVCs, digital, online, PR and social executions. Reflecting the insight that teens want to live full lives, but are increasingly held back by emotional, social or physical barriers that stop them following through, the campaign's core content was created by JWT and independent production company Finch.

Centred around 'unstoppable' individuals, each inspiring story showcases the Nutri-Grain brand values of courage, strength and determination, and dramatises a new brand belief that 'the only limits are those you place on yourself'.

"Nutri-Grain is a power brand that needs to stay relevant to teens, so we wanted to inspire them by bringing to life powerful stories of individuals who have shown courage, strength and determination, even in the face of adversity," Kellogg Marketing Director John Broome said.

The first 'unstoppable' hero in the content series is Brazilian Derek Rabelo, who, despite being blind, has learnt to surf. The story of how he refused to be held back – from dreaming as he listened to the waves, to the reality of surfing the legendary and extremely dangerous pipeline break in Hawaii – is the subject of the campaign launch executions in both long- and short-form content pieces. They also revealed his latest challenge as he takes up the intense sport of downhill skateboarding. More 'unstoppable stories' are in production.

"It's a big responsibility to reposition an iconic brand and Nutri-Grain needed to reconnect with an audience that's been pretty indifferent to cereal advertising," JWT Executive Planning Director Angela Morris said.

"Moving to a belief-based platform gives the brand reason and right to shift away from talking at them from the breakfast table and instead to have a more meaningful and relevant dialogue in the teen's world."

JWT Sydney Executive Creative Director Simon Langley said this is truly a big idea that gives the brand a new role in teens' lives.

"Beyond making it relevant, it's an idea that makes this a brand they will want to spend time with," he said. "In doing so, we have changed every element of the mix – from positioning, to pack, to new iconography around the Nutri-Grain bolt – and the whole communications model with the move into content publishing, all carefully honed to earn teen attention and engagement." ♦



Frozen is the new fresh

Birds Eye has launched an advertising campaign for its premium fish range with the support of two TVCs. The range consists of Ocean Selections, Bake to Perfection, Steam Fresh and Atlantic Salmon. The products were created for those looking for a premium fish product, but needing the convenience and flexibility of frozen.

"These premium offerings from Birds Eye are perfect for those with busy lifestyles, particularly those who love the taste of premium fish but don't always have the time or knowledge to cook it from scratch," Birds Eye Senior Brand Manager Elisabeth Argain said. "We have created these ranges for those who appreciate great food, but still want the convenience and flexibility that frozen offers."

Birds Eye's premium products are available from the freezer section in a variety of species, including hoki, salmon, barramundi, whiting, dory and tuna. ♦

