



FoodBev.com | Awards 2013

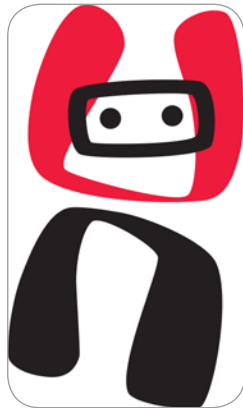
Best brand marketing campaign

Upbeat The Good Whey Co (UK)

Great launches 'surround the consumer' with a fully integrated campaign. The Good Whey Co wanted to raise awareness of the benefits of protein and Upbeat to ensure relevance, encourage trial, gain first and repeat purchase.

Launched in London, Upbeat had 48-sheet posters at stations outside London and on arrival, ads in Metro and City AM announcing 'Wake up to Protein', 16-sheet posters in the Underground, and 50,000 free bottles were given away at Canary Wharf and other stations. Upbeat was featured on the cover of Time Out, on Radio 4 and Absolute Radio with a link to Spotify. PR stories suggested Upbeat would sponsor 'Mind the Gap' with 'Fuel the Gap'. Social media came alive; and digital ads offered entry into competitions.

600 outlets including Waitrose stores listed Upbeat, this was extended to 500 Holland & Barratt's during the campaign. Distribution rose to over 1000 outlets and sales ran ahead of budget.



RUNNER-UP



@feelingupbeat



www.facebook.com/feelingupbeat



www.feelingupbeat.com



Wimbledon Wiggle We Are Social (UK)

We helped Evian become the most talked about sponsor of Wimbledon 2013 with the 'Wimbledon Wiggle'.

The campaign revolved around a socially shared dance move - 'Wimbledon Wiggle' - which was based on an exaggerated version of the booty shake that tennis players make when they're awaiting their opponents serve.

We created a 60-second film that directed fans to a Facebook app where they could upload their own 'Wiggle' videos for a chance to win VIP Wimbledon tickets, and vote on others' efforts. The best wiggles were shown on outdoor screens across London every day during the tournament.

Over 80,000 people engaged with the campaign either by uploading and watching Wiggles, voting for their favourite or interacting through the evian social channels. The campaign reached a massive 90 million people. Evian was by far the most talked about sponsor of the tournament, with 70% of the social conversation.

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RUNNER-UP



www.wearesocial.net/wimbledonwiggle

Best brand marketing campaign

Others in this category



HP 'Sauce of Manliness' 2013 Campaign Grayling (UK)

HP Sauce built on its successful multi-media 'Sauce of Manliness' campaign in 2013, driving further penetration and awareness of the brand amongst younger male consumers.

The campaign was led by the 'HP Sauce of Manliness' TV advert, running on Sky Sports during key sporting events, such as The Ashes, Premier League games and Formula 1 races. The TV advert is a humorous take on the unwritten 'man truths' that guides men's behaviour and communicates the message that HP is 'a sauce of manliness'.

As part of the campaign, HP Sauce created a range of personalised labels to support Father's Day and continued its partnership with Movember with limited edition bottles. 'Talking' labels also reminded consumers in store and at home that the big, bold flavour of HP Sauce 'makes a sandwich a 'manwich'. Further online activity resulted in its Facebook page climbing to become the 7th most engaged FMCG page in the UK.

 @HeinzUK

 www.heinz.co.uk

Natural Energy for Smart Brains AquaNew LLC (USA)

AquaNew's Watt-Ahh is the bold side of ultra pure water. As energy and health geeks, we found nature's restorative energy drink.

The powerhouses of lightning, auroras and even air surrounding a crashing ocean surf provide electrons (negative charges) for nature's balance. The crystalline-like structure of Watt-Ahh contains a reservoir of electrons to defend against oxidative stress and inflammation. Wow! The geeky energy part is how the unique structure of Watt-Ahh works with cellular mitochondria, our own powerhouse source of energy and health. Watt-Ahh – Natural Energy for Smart Brains!



 @AquaNew

 www.aquanew.com

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