

Publicis heroes

Hall of fame

GWI.



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What's this all about?

Publicis Groupe is bursting at the seams with talent.

That's why we asked you to take part in our Publicis Heroes competition. We want to see exactly how you're using GWI data to win big - the more disruptive, the better - so you get the attention you deserve.

You're harnessing the power of audience insights to make amazing things happen, and we want to know more.

And on that empowering note, let's look at the success stories you shared with us.

The big winner: Starcom WorldWide, South Africa

South Africa

Cadbury's Generosity Equity Campaign



The problem

South Africa faces a literacy challenge: only 2% of books use the local languages spoken by 80% of the population. Cadbury's Read to Succeed social mission set out to help all South African children fall in love with reading by creating enchanting stories written in their home language.

Cadbury's called on Publicis to help reach these young people and promote the campaign, and that's where GWI proved its worth.

The solution

The team used GWI to identify the languages people are most likely to speak in each region of South Africa, as well as collecting insights on audience sizes and insights. They used this data to guide their approach, where necessary using location and interest data as a proxy for language information. The result reached 10 million consumers and generated a 15.3% increase in campaign recall on Facebook.



The results



10M

consumers
reached



15.3%

increase in
ad recall on
Facebook



4.3%

lift in purchase
intent on YouTube

Runner up: Zenith, Philippines

Philippines

Mountain Dew



The problem

Mountain Dew, one of the most dynamic brands in PepsiCo's roster, wanted to grow the subcategory through other CSD formats and upscale certain regions of the country.

This pitch centered on a simple question: how?



The solution

Using GWI the Publicis team were able to create an effective strategy for growth, as well as identifying audience insights that would support highly personalized and effective communication.

In the process they were able to provide clear segmentation and assign concrete tasks for each segment. As a result we're delighted to say Publicis successfully won the business.

**Other awesome
candidates that deserve
honorable mentions**

USA

Publicis



The problem

Web 3.0 is very definitely here, with the latest estimates suggesting the global market could be worth a massive \$94 billion. Despite this a third of Americans have never even heard of the Metaverse and 72% say they aren't likely to use a VR headset in the next 12 months, meaning that right now, access to the Metaverse is only for a select few.

Given all the chatter around the Metaverse many Publicis clients want to get involved, but to justify the investment they need to know exactly how many customers are ready to participate.

The solution

Using GWI Core the team were able to quantify total opportunity for a Publicis client to participate in the Metaverse. In a space with no rules this helped make the intangible, tangible.

The team created a framework that could be applied across across multiple brands, using it as a foundation for conversations with clients, investment and partners to justify the participation in the Metaverse (or not) by plotting out the level of awareness and varying participation across channels (e.g. paid social filter vs AR).

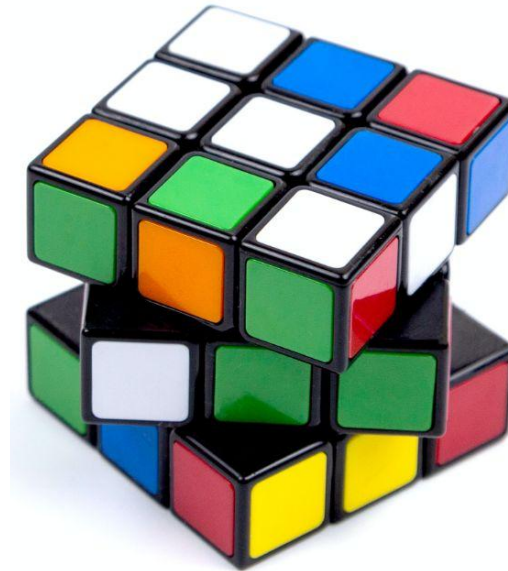
USA

Budget approval



The problem

The team needed to present a yearly strategy in order to get budgetary approval. Topmost in the client's mind was campaign efficiency, including its ability to reach MC consumers.



The solution

The team pulled consumption trends that backed the idea that certain core campaigns have great reach within particular demographics. They were able to create a very strong visual that captured exactly how individual markets are consuming more media.

As a result the team got approval for their fiscal year plan, with the sheer clarity of the data they presented helping to answer even the client's most detailed questions.

Austria

Publicis



The problem

It's well known that podcasts are wildly popular, but would they be an effective marketing tool in the Austrian market? And if so, which audiences are most receptive? Which Publicis clients could make best use of them? What do audiences think of advertising in their podcasts, and does it make a difference whether they pay for the channel or not? To find out, our team turned to GWI.



The solution

Using GWI Zeitgeist to get closer to the topic, the team found out that women tend to listen to podcasts for longer than men, and that the overall podcast listening time is likely to be under 30 minutes. They also found that podcast listeners in Austria tend to be between 16 and 29 years old thanks to this group's better understanding and acceptance of digital products.

In short, GWI Zeitgeist yielded an abundance of valuable information and as a result, our client is already planning additional podcast ads rather than moving to radio.

Starcom Philippines

Tang

PUBLICIS CASE STUDIES

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The problem

Tang drink mix wanted to increase its market share in the Philippines, especially since at-home beverage consumption went up significantly during the pandemic. Their biggest challenge was strong consumer preference for Coca-Cola.

How could Tang win the hearts of Philippine moms and drive brand relevance in the face of Coke's market dominance?

The solution

Using audience insights from GWI the Publicis team created a unique campaign idea, “Usapang Tanghalian”, a Filipino phrase that translates as “lunchtime conversations”. This led the team to partner with Meta and Automated Creative to automate personalized content based on conversation themes identified through lunchtime social listening.

The resulting two-month campaign, re-optimized every two weeks, generated more than fifty automated creative executions, and became a best-in-class case study for Meta, scoring a 4.7% lift in ad recall and an 11% sales growth.

Starcom Philippines

FWD Insurance



The problem

FWD Insurance is a pan-Asian insurer operating in 10 local markets - and a top four provider in the Philippines. As demand for health and life protection increased following the pandemic, the battle for consumer attention became dominated by a handful of insurance mega brands that revamped their communications strategy to address changing consumer needs.

How could FWD Insurance compete?



The solution

The Starcom team used GWI audience and media insights to influence their creative strategy, focusing on the 18–39 market using a concept called “Press Play with FWD”. The concept reflects the playful, engaging way that FWD talks about insurance, something that really stands out in the local financial market.

Taking a deliberately different approach worked: a few months after the campaign launch, brand health tracker scores showed a clear five point increase in awareness and a three point increase in consideration.

Philippines

Centrum



The problem

Centrum has an always-on Facebook campaign. The Publicis team wanted to improve their audience targeting by incorporating passion points and behaviors unique to the Filipino vitamins-users, to see which ads resonate best with which audiences, and to discover what they could learn to improve their creative executions so they could move forward without the need for testing.



The solution

Profiling target audiences using GWI data demographics overlaid with category purchase behavior meant the team were able to identify their most important interests and affinities, which they then applied to Facebook campaigns.

The results helped the team craft five ad sets with distinct personas: News Watchers, Healthy Living and Fitness Enthusiasts, Gamers. Improving the campaign's visibility and relevance to the right audiences, resulting in higher CTR and VTR compared to the benchmark.

Want to know more?



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