



# AWARD: BEST COLLABORATION

## WINNER: OROCAN, MS. HURT

### BACKGROUND AND CONTEXT

Orocan faced tough competition as the competing brand beat Orocon out with lower prices and a strong nano-network of resellers backed by solid communication links. To protect sales and maintain leadership, Orocan turned to the tech-savvy, newly-minted entrepreneurs born of the pandemic - a completely different segment from who they were used to serving.

### CAMPAIGN OBJECTIVES

Ms. Hurt sought to protect market leadership by making Orocan's best-selling cooler the talk of the town - combating the competition's aggressive on-the-ground network

### CREATIVE STRATEGY

Since the new target segment are digital natives, heavily influenced by the content creators of today, Orocan sought to get the next best thing to a beloved Filipino lifestyle content creator - a look-alike. If you can't get the real thing, go plastic: parody a famous, high-end influencer that the target audience is familiar with, and make her the center of Orocan's Heart-less campaign; paralleling how Orocan's budget competitor is able to offer cheaper but lower quality products.

### WHAT ROLE DID YOUTUBE PLAY?

YouTube's **TrueView In-Stream Ads** were leveraged along with YouTube's diverse **Creator Communities**: Choosing to parody one of the Philippines' top content creators (Heart Evangelista) and leveraging on the personality of another (Paolo Ballesteros), Orocan was able to ride on their collective wave of avid followers while still keeping true to their content.

### OVERALL EFFECTIVENESS

Orocan exceeded its target views with this campaign by + 245%. Moreover, the film hooked viewers so that average percentage viewed was at 64.3%, 7% higher than target and a clickthrough rate of 15.9%, 352% higher than target. Despite a meager budget for the campaign, it achieved high levels of exposure with a cost-per-view of \$0.015, 68% better than the industry average.

Ultimately, Orocan achieved its sales target of 25% through an increase in sales value and volume of the Koolit Icebox, versus the previous year. Moreover, the featured product contributed to Orocan's overall growth of 10.7%, achieving a 171.3% increase versus the previous year.



### WHY DID THIS CAMPAIGN WIN?

Orocan's clever use of YouTube's creator ecosystem, striking parallelisms between creator personas and competitive brand positioning, allowed them to create humorous material that resonated well with their new target audience's interests. In this way, 'Ms. Hurt' best encapsulates what it means to be the winner of 'best collaboration'.

### WHY DID THIS CAMPAIGN WIN?

In hopes to combat competition's aggressive word of mouth marketing, Orocan **effectively used insights** around influencers to purchase for its key segment, ideal location for placement, and even the casting of the talent, to have a solid foundation for the strategy it took.