



AWARD: THE CHALLENGER

WINNER: DISKARTECH, CARABAO

BACKGROUND AND CONTEXT

E-money transactions are currently dominated by big leaders. To compete, DiskarTech decided to focus on recruiting the untapped, unbanked segment (particularly from rural areas) with the first Taglish app, providing basic deposit accounts via their smartphones, through the most unconventional way.

CAMPAIGN OBJECTIVES

Carabao sought to disrupt the category and efficiently increase app downloads and usage for DiskarTech in the most unconventional way that cuts through the giants.

CREATIVE STRATEGY

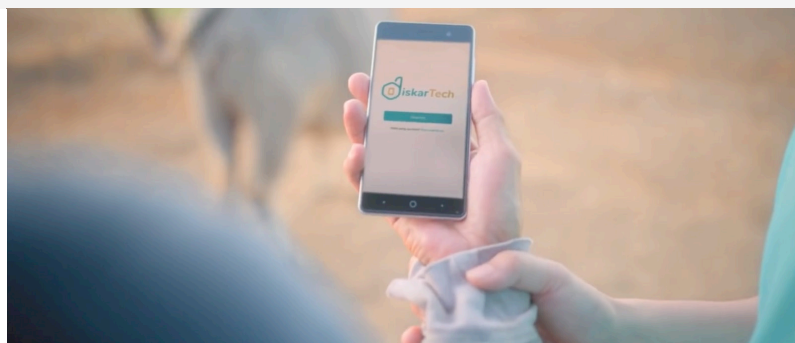
Understanding that Yubbies (the young, unbanked, rural Filipinos) don't see the merit in owning a bank account and the hesitation to open one due to the difficult to understand jargon, DiskarTech did what others were not willing to do—make the bank app speak the language of the Yubbies. "Carabao" didn't feature the usuals that competitors do (i.e. sleek suits, a middle class family, urban lifestyle markers), instead, it put the familiar provincial scene at the heart of the ad, using the language of the target market, with a cheeky entrance (sales rep entering through the butt of a carabao) that mimics the brand's tagline 'Halos Lahat Pwede' ("Almost Anything Is Possible").

WHAT ROLE DID YOUTUBE PLAY?

Diskartech utilized **TrueView In-Stream Ads, Bumper Ads, and Non-Skippable In-Stream Ads** which allowed refined targeted abilities for niche audiences, even those in sub geographical locations. This led to better performance of the ad compared to benchmarks: CPV: \$0.029 (66% better than benchmark), Engagement Rate: 20.38% (1,098% higher than benchmark), and CPM: \$2.50 (29% better than benchmark).

OVERALL EFFECTIVENESS

During the campaign, DiskarTech's App Store rank rose from 58 to 19. Google Play Store rank rose from 65 to 29 - a 50% increase in monthly app downloads. The total number of transactions increased by 19.17% and a total of USD 50.3M in gross transaction value was registered. ROI was at 21,563%, 5,490% higher than the previous initiative.



WHY DID THIS CAMPAIGN WIN?

Diskartech's "Carabao" best captured what the category is about—taking on the giants of the category and succeeding. While category frontrunners sought after the young urban market, DiskarTech saw potential in the larger, more promising market of the Yubbies - Young, UnBanked, Rural Filipinos and by approaching them in a setting, language and humor that appealed to them most.

The campaign was able to help put the brand on the map with a 43.75% surge in downloads post launch and turn the business around with a 34% increase in retention rate, and 60.74% gain in transactional value.

WHY DID THIS CAMPAIGN WIN?

Out-of-the-box creative execution fits the YouTube platform where the digital natives are used to viewing distinct, long-form and disruptive videos that are not the types of ads seen above the line. Strong consumer insights help identify the target market that Youtube is capable of reaching with its contextual targeting. Disruptions and challenging category norms can fuel brand growth as being different is one of the factors driving brand success in the long run.