



# A GUT FEELING: HOW STORYTELLING IS DRIVING SALES



YouTube Works Awards  
Southeast Asia



WINNER

## *Fight for Thais' Gut* MULTIFORMAT STORYTELLING

Dutchie | Prakit Holdings + Ogilvy Group Thailand + Suneta House + Positive4 + Sound Space Studio

### BACKGROUND

In Thailand, a trendsetting health and beauty hub, is driving a massive surge in gut health interest, with online conversations up 68%. **Despite being a longstanding leader, Dutchie faced stiff competition from new challenger brands.**

The campaign aimed to reassert Dutchie's position by debunking widespread gut health myths and re-establishing yogurt as the go-to daily solution. In a world that is increasingly being divided through hate, the brand positions the brand with its importance on gut health for positivity, happiness and calm.

### APPROACH

This Dutchie campaign brought "Fight For Thais' Gut" to life with a seamless, multi-format story. It centered on a captivating, long-form soap opera for deep emotional connection, **then extended into five targeted bumper ads, each debunking a gut health myth and highlighting a specific product** e.g., Acne for teens, Bowel movement for kids etc.

YouTube's execution involved launching with the 5-minute thematic video to maximize views and measure effectiveness via Brand Lift Studies. As the campaign progressed, **cutdown versions and bumper ads were introduced, rotated across time slots** to avoid fatigue and target specific audience segments.

### RESULTS

>7.5M

views

1.3M

engagements

11.4%

sales growth

*"The long form represents the sense of humor and short form targets different audiences wisely."*

– Yada Sarttarasathit, Chief Digital & Marketing Officer, L'Oréal



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