



AWARD: All Action Hero [SEA]

WINNER: Central Department Store – Girls in White (Thailand)

by Central Department Store, Wolf BKK, ADA Digital (Thailand) Co., Ltd.

BACKGROUND AND CONTEXT

Central Department Store, Thailand's number 1 retailer, launched its legendary annual event "Midnight Sale". The decade-old event is known for its big deals and spicy-and-sour concepts which often feature selected items or new collections at discounted prices. Central Department Store stood out from its competitors during Thailand's tough economy by minimizing its use of traditional percentage-driven promotions. The department store connected with shoppers through the playful creative concept and an insightful storyline to catch shoppers attention and induce them to shop more and immediately.

CAMPAIGN OBJECTIVES

The campaign aimed to stand out and increase sales volume during the renowned and highly competitive Midnight Sale event. Midnight Sale campaign is not just only a promotional campaign but also a campaign that builds brand love among Central's target consumers. Hence, Central wanted to appeal beyond sales and wanted to communicate deeply through shoppers' insight which led to more attention and increased sales. Wanting to build on its brand legacy, the campaign aimed at using YouTube which enabled storytelling via long format and cut down versions.



CREATIVE STRATEGY

The Central Midnight Sale wanted to attract shoppers with its new collections. It used a humorous ad campaign that showed how two girls tried to resist buying new clothes, but failed to control their irresistible urges.

The creative idea centered on the unconventional theme of "How to end the Greed of Shopping" under the concept of an "Un-letgoable ceremony." While other competitors were focusing on high percentage discounts during Thailand's tough economy, Central Department Store minimized its use of traditional percentage-driven promotions. Instead, they predominantly portrayed the process of consumers trying to restrain themselves from shopping using the Thai's familiar Buddhist concepts of mindfulness and desire-resisting vipassana meditation. The campaign aimed to strengthen the appeal of "new collections" through an insightful script, plot twist, and a call to action for shoppers to attend the Midnight Sale or alternatively shop online on the Central App.

“When you see these two girls’ faces, you actually know that this is Central and that there will be some sales event. It is their signature. This one is driving awareness because once you see the film you know the Central sales event is coming again and you have to go there.”

– Thasorn Boonyanate, Chief Creative Officer, BBDO Bangkok

WHAT ROLE DID YOUTUBE PLAY?

YouTube played a pivotal role in the success of the campaign, with a specific focus on driving sales both at Central venues and on the Central App. YouTube In-feed and YouTube In-stream ads were used to build awareness and consideration respectively. Central built upon its successful launch of the Guilt-Free Festival campaign on YouTube the previous year, creating a sense of continuity and reengagement with the audience reminding them it’s time to shop again. The cut-down videos contributed to prompting shoppers to shop at Central Department Store or online on the Central App.

OVERALL EFFECTIVENESS

- 10M reach in 2 weeks
- 29.15% completion view rate
- Brand lift survey showed 1.4% target audience considering the brand after seeing the ad, substantiating effectiveness of YouTube In-feed for building awareness and YouTube In-stream for consideration
- 30% sales growth after campaign launch



WHY DID THIS CAMPAIGN WIN?

Central successfully used YouTube In-feed and In-stream ads throughout their campaign to reach 10M people and increase brand consideration by 1.4%. This led to an impressive 30% increase in sales, proving the power of building on upper funnel measures to drive lower funnel success. To overcome the challenge of standing out during a fiercely competitive sales season, Central strategically differentiated itself as a brand by creatively demonstrating their understanding and empathy for consumers, playing into the concept of shopaholic desires and restraint. Embodied through the use of culturally-specific humor in the mindfulness meditation idea, Central tapped into Thai culture in a relatable, playful, and non-offensive way. Plus, they featured the same character, Victoria, from their 2022 campaign, which also centered around the same plight of the shopaholic, building a sense of continuity that brought joy to viewers and made the ad more memorable. The film then tactfully inserted the core message, stimulating shoppers to visit the Central Midnight Sale event and the Central app.



“This digs deeper to the human truth - the creativity lies in the way they use meditation to let go and you can see the insights from this execution”

– Toan Nguyen Dinh, Executive Vice President of Marketing, Suntory PepsiCo Vietnam Beverage