



# **AWARD: Best of Tết**

## **WINNER: OMO – Celebrating The Stains Of Pride In Tet**

by **OMO Thailand, Mindshare Thailand**

### **BACKGROUND AND CONTEXT**

OMO is the market leader in Vietnam's laundry detergent market, but has recently been losing market share to mainstream and lower-tier brands. To ensure their strong leadership, OMO wanted to solidify their equity through engaging emotionally with consumers via their purpose-led brand proposition 'dirt for good'.

Since Tet (Vietnamese New Year) is the time of the year when people are inspired to embrace new beginnings and make positive changes, OMO was presented with a window of opportunity to connect with consumers and inspire them to make a difference in the world. By aligning their purpose with Tet, OMO wanted to strengthen its brand power and make a positive impact on society.

### **CAMPAIGN OBJECTIVES**

The campaign intended to engage consumers emotionally to have long-term impact on OMO's brand power. However, since the Tet period is heavily media-cluttered, the campaign must be distinctive enough to be noticed.

To ensure strong exposure, the campaign needed to win share of voice across all key touchpoints, including TV and core digital platforms, with YouTube being integral to this.

To have maximum impact, the campaign needed to derive impact from individual media that would complete the holistic consumer engagement for the brand.



### **CREATIVE STRATEGY**

OMO's creative strategy was three-fold:

1. Unlike the vast majority of brands, instead of using Tet purely for context, the OMO campaign tapped into the Tet emotion to build a story and social topic that resonates with consumers.
2. OMO sought to align the brand purpose of a greater good to their own equity and positioning.
3. Above and beyond just engaging consumers in the narrative, OMO wanted to mobilize consumers to take action in contributing to a greater social good in the festive spirit of Tet.

Encompassing these three, OMO went with the story of 'celebrating the stains of unsung heroes in our community', following the journey of a forest ranger who fearlessly embraces dirt to protect Vietnam's forests and ensure the safety of the people.

## WHAT ROLE DID YOUTUBE PLAY?

YouTube played an important role in amplifying the reach of the campaign with long-form story to deliver the full message with clarity and emotional involvement, boosting the impact of the TVC.

The content was well curated for the YouTube platform, as part of the larger O2O landscape, resulting in strengthened positioning in consumer mind and high social buzz.

YouTube's targeting options enabled the campaign to reach the right viewers at the right time and encouraged audience interaction through likes, comments, and shares to expand reach and impact.

Furthermore, YouTube strongly supported purchase conversion, enabling OMO to raise sufficient funds to donate 1.2K gifts to the real unsung heroes.

## OVERALL EFFECTIVENESS

The campaign was effective in driving the following results:

- 8.2M users were reached in prime time on the first day of the year through YouTube Masthead Cost Per Hour. It generated 100% SOV & 13M impressions. The creative itself was also recognized as one of the Top 2 Tet creatives in Kantar's Brands@Tet'23 ranking.
- The campaign achieved 260.000+ mentions from 170K unique audiences. It gained a perfect sentiment score of 1.00 that helped OMO to land in top 9 BSI Campaigns in December 2022.
- 1.2K gifts were co-funded and sent to the unsung heroes in the community across Vietnam.
- Most importantly, OMO managed to successfully maintain the top equity position in the fabric cleaning category with 36.2% brand power in Q1'23.



## WHY DID THIS CAMPAIGN WIN?

While Tet is a festive occasion heavily exploited by brands, the OMO campaign used the occasion to promote greater good while remaining true to the product category.

The campaign captivated consumers through engaging storytelling, which appeals to Vietnamese audiences. It portrayed a sense of realism and authenticity to the sentiment, behaviours and activities of Tet, encouraging consumers to contribute to the social cause.

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Purpose, product, & platform worked together made the impact. Smart utilization of YouTube's interactive features, such as comments and sharing options, to significantly amplify engagement was a key contributor to the campaign's success.