



AWARD: Best of Vietnam

WINNER: MILO — Enhancing personalization with YouTube's AI-powered solution

by Nestle Vietnam, Mindshare – OpenMind Vietnam, FMC, Ogilvy

BACKGROUND AND CONTEXT

MILO identified that Vietnamese youth are under immense pressure from family, friends, school, and society. They often turn to unhealthy drinks to cope with stress, but MILO wanted to provide them with a healthier option. With this objective in mind, Milo launched MILO DYNAMIND, a new drink that provides both physical and mental energy. Following the launch, the harder job of communicating to its audience was on the cards. Since the target audience of the new launch is teens, who are more active on the YouTube platform and importantly are heavily into the K-Pop trend, MILO DYNAMIND attempted to utilize the popular K-Pop channels on the YouTube platform.

CAMPAIGN OBJECTIVES

The key campaign objective was to build meaningful awareness at scale for MILO DYNAMIND. Since the brand has two sets of audiences - teens and young adults - the campaign also aimed to deliver the key message “physical & mental energy” in a way that resonates with them both rationally and emotionally.



CREATIVE STRATEGY

The creative strategy of the campaign was anchored in the consumer insight that the target audience is constantly distracted by an ‘always-on’, constantly stimulated media environment. Milo playfully deploys irony by creating an ad that positions themselves as both a solution to the problem - while playing into the conventions of the ad format.

That was the key to their effectiveness: using sharp and clear messaging pointed to their intended audience without taking a second longer than necessary. The impact was amplified through dynamic, vibrant, and bold visuals, resulting in high engagement. Paired with strategic placement, the creatives were also customized to context to engage viewers in a meaningful manner.

WHAT ROLE DID YOUTUBE PLAY?

Milo leveraged YouTube to its full potential by developing a masterful media strategy that sparked and rapidly spread curiosity, then harnessed through highly relevant and engaging content placed in the right placements.

The campaign has demonstrated a true personalization strategy, in which Milo harnessed the power of Ads Creative Studio and YouTube's micro targeting capabilities to generate over 400 highly relevant ads variants at scale, tapping on most popular moments and affinities of teenagers, from studying, sport, to social media and online entertainment. To ensure high reach, Milo leveraged YouTube's Reach solutions to take over YouTube and created a blast on the launch of their new product. With a strong focus on Gen Z, Milo strategically connects with youngsters via their biggest passion point: K-Pop by using Youtube Content Line Up, and Youtube Roadblock solution on BTS channel, who are highly popular among the target segment.

OVERALL EFFECTIVENESS

The campaign was effective in driving the following results:

- Achieved integrated reach at 80% of their target audience, obtaining nearly 140 million impressions, and 10 million completed views.
- 14% uplift in Brand Awareness and 15% uplift in Consideration after the launch.
- Increased view-through rate of BTS Roadblock and K-pop Content Lineup exceeded category norms up to around 35% - 40%, 2.5 times higher than benchmark of normal TrueView for Reach, contributing to overall campaign buzz of 347,801 mentions.
- Achieved 118% sales value compared to 2022.
- 90% teenagers liked MILO DYNAMIND at the 1st try and 92% would purchase it again.



WHY DID THIS CAMPAIGN WIN?

Clever utilization of the distracting nature of advertising to develop an effective campaign demonstrates the power of consumer insight in effective communication.

The campaign used clear and sharp messaging to specific target audiences - teens and young adults, without taking a second longer than needed through a series of short clips. A combination of pre-launch teasers and engaging executional content garnered curiosity and captured attention - resulting in an accomplishment of outperforming all set KPIs.

Use of various cross platform formats to fit the context was also an effective strategy delivering strong brand performance.

Focused ad placement on the BTS & other K-Pop channels demonstrating that Milo has a strong understanding of where their consumers are.