



AWARD: The Big Bang [SEA]

WINNER: Voiz — The Innocent Eyes (Thailand)

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BACKGROUND AND CONTEXT

The sweet biscuits market in Thailand, valued at over \$413 million, presented a daunting challenge for Voiz. The market is inundated with a staggering 800 brands and 9,000 SKUs, making it exceptionally difficult for any single brand to gain traction. Voiz, a brand with an 18-year history in Thailand, found itself clinging to the 7th position in the national biscuit rankings in 2021, with a market share of just under 3.5%. In the hopes to increase its consumer base, Voiz targeted Gen Zs for their future success. However, unlike established competitors like Oreo and Dewberry, who Gen Zs grew up seeing and associating with, Voiz lacked a nostalgic relationship with this younger generation. Winning over Gen Z became critical to Voiz's strategy for market sustenance.

CAMPAIGN OBJECTIVES

In the midst of post-covid market rebound and fierce competition, Voiz aimed to maintain its position in Thailand's national biscuit rankings and lift brand shares. Voiz sought to be in the top-5 in brand awareness while boosting brand impact, recognition, and engagement specifically among the digital-native generation – Gen Z. Embracing a prudent approach, Voiz opted for an online-exclusive strategy via YouTube using multi-format videos to reach this target demographic, allowing the brand to make the most of a constrained budget.



CREATIVE STRATEGY

The central idea is that Voiz is so delicious, you should assume anyone offering to share it is lying.

The campaign ingeniously leveraged a universal human trait—selfishness. This fundamental insight unveiled an opportunity to showcase a new angle of Voiz's creative platform that Voiz is so irresistibly delicious, you should assume anyone offering to share it is lying. Incorporating with the Thai idea of 'the eyes are the window to the heart', this concept is visually represented throughout the whole story using Thai-style humor – the personification of eyes popping out to reveal the truth. The film involved both hero and cut-down videos, which tied together several variants of Voiz. This creative approach not only aligned with the product's appeal but also turned a common social trait into a humorous and relatable selling point.

“All videos harmoniously tell a well-synthesized story. The campaign utilized YouTube Tools (interval launches) well and the cute Thai ideas are cherry on top”

– Autthapol Pohundratanakul, CEO, SLM Corporation

WHAT ROLE DID YOUTUBE PLAY?

YouTube served as the Gen-Z primary social media for accessing high quality entertainment and seeking solace from life's pressure. Recognizing that Thai Gen-Zers highly engage with YouTube for their go-to quality entertainment, Voiz made a strategic decision to focus its campaign on this platform. The brand created a series of humorous and creative 1-min films along with multiple 15-second cut-down videos on YouTube Shorts that allowed it to drive brand love beyond the hero films and engage consumers with product-heavy content without alienating them. The strategy additionally involved releasing new hero films and cut-down videos at intervals of 6-8 weeks, capitalizing on YouTube's unique capability to maintain a continuous flow of fresh content. This approach effectively heightened viewer anticipation and engagement, leveraging the platform's unique benefits.

OVERALL EFFECTIVENESS

- 58.5M total YouTube views.
- 59% total brand recognition among consumers aged 13-49 years
- 100% ad recall among Gen-Zs aged 13-19.
- Just under 400,000 engagements.
- CPV of 0.39 and CVR of 26.27%.
- Ranked 5th in total brand awareness
- Ranked 6th in the national biscuit brand rankings with 3.78% market share (formerly 7th place with under 3.50% market share).



WHY DID THIS CAMPAIGN WIN?

Voiz artfully leveraged YouTube's dynamic video formats, creative ingenuity, and overlapping launch strategy to achieve a successful campaign launch. The campaign used serialized videos and innovative creative to harmoniously convey its core message: “a must-try snack that is impossible to resist” to the young audience. It also leveraged multiple video lengths and formats to showcase not only the indulging biscuit variants but also the brand's playful, fun, and cool personalities which are perfectly matching those preferred by the Gen-Z. This approach made this launch not just impossible to miss, but also impossible to break away from (as it pulled you in deeper and deeper).

“It's a standout piece. I like the different dimensions of it and the way they roll it out. I just want to keep watching.”

– Johnny Tan, Chief Creative Officer SEA, Accenture Song

