AWARD: The Connected Canvas [SEA]
WINNER: GrabFood — GrabFood CNY Mega Sale 2022 (Thailand)
by Grab Thailand, Spa-hakuhodo, Saatchi

BACKGROUND AND CONTEXT

In the fiercely competitive superapp landscape, where new players in the food delivery sector continually emerge, GrabFood aims to consistently and effectively engage, inform, convert, and ultimately enhance the loyalty and order frequency of its user base. Chinese New Year, a significant Q1 celebration in Thailand with an estimated spend of 57.6 Billion Baht in 2022, presented a golden opportunity for GrabFood to leverage the festive fervor to introduce GrabUnlimited and stackability.

CAMPAIGN OBJECTIVES

The aim of this campaign was to leverage the festive season's high spending to capture demand and introduce the new subscription features to its users. The campaign objectives were four fold: building awareness of the new subscription feature GrabUnlimited, capture interest and educate new users of GrabUnlimited, increase GrabUnlimited adoption, and increase overall Grab order frequency through brand loyalty.

CREATIVE STRATEGY

GrabFood's Chinese New Year Campaign was a comprehensive and multi-faceted approach designed to maximize reach, engagement, and conversions.

GrabFood's creative idea pertained to the traditional values of grazing table and Ang Pao (red envelope) given at a Chinese New Year family gathering. The campaign cleverly fused 3 times more Ang Pao money with its core message "3 stackable discounts in one order" throughout the campaign duration. It established awareness with a thematic hero video of a grandmother who introduced GrabUnlimited and showcased its stackability with other Grab promotions. GrabFood retargeted the hero-video viewers to educational videos highlighting the three-fold benefits of GrabUnlimited to boost ad recall and strengthen understanding of its stackable in-app promotions. To stimulate GrabUnlimited adoption and overall order frequency, GrabFood then launched cut-down videos that featured promotional content and call-to-action messages.

"The film's creative ideas and big ideas shine through. I feel like we are watching the famous series "In Family We Trust". And it's not all about the promotion"

– Arisa Ruchirawat, Brand Experience & Digital Commerce Director, Colgate

WHAT ROLE DID YOUTUBE PLAY?

YouTube played a central role in the campaign's full-funnel approach. It was chosen as the primary platform for the 1-minute hero video due to its audience's longer viewing behavior and its ability to reach a broader audience. TrueView Skippable Ads were employed for this video, taking advantage of viewer behavior and building a retargeting audience for later phases. Then, GrabFood deployed CPM bumper videos to reinforce the core messages during the consideration phase. Finally, GrabFood strategically increased GrabUnlimited adoption and overall order frequency leveraging Video Action Campaigns (VAC) alongside ACe campaigns.

OVERALL EFFECTIVENESS

- Reached 10 million people on YouTube with 12 million completed views.
- 142% relative Search Lift for "GrabUnlimited" compared to a 30% lift "GrabFood", and +8% for "Grab".
- Reached 57% of YouTube users.
- 44% VTR surpassing average for educational video.
- Achieved a 0.19% CTR, in line with the average.
- +279% GrabUnlimited adoption, +25% order frequency.

WHY DID THIS CAMPAIGN WIN?

The campaign offers a combination of strategic prowess, creative execution, and impressive results. The campaign thoughtfully traversed the entire customer journey. It employed long-format hero video to build awareness and educate new users, cut-down videos for consideration, and VAC/ACe for conversion. The campaign additionally demonstrated creative execution, especially in driving action for an app-based product under the Chinese New Year Theme. The clever use of puns and memorable messaging, exemplified by the core message "ลด 3 ปัง ในสั่งเดียว (3 discounts in one order)", demonstrated punny creativity that resonated with the audience.

"The campaign smartly weaved in practical materials: increasing promotion awareness, then driving lower funnel too"

– Chatree Chokmongkolsatian, Chief Strategy Officer, Ogilvy Thailand