



# AWARD: The Long and Short [SEA]

## WINNER: Boonthavorn – Ummm... (Thailand)

by Boonthavorn, VMLY&R Thailand, Wavemaker Thailand

### BACKGROUND AND CONTEXT

Boonthavorn, a popular home improvement retailer among the Thai 40+ age group, faced a challenge of perceived distance and irrelevance among younger generations Y and Z. With the younger Gen Y and Gen Z placing their values on self identity, the goal was to rebrand and establish a deeper connection with these younger consumers, becoming their preferred choice for modern home decoration and improvement.

### CAMPAIGN OBJECTIVES

The primary objective was to rebrand Boonthavorn and connect with younger consumers, particularly Gen Z and Gen Y. Boonthavorn aimed to reposition itself as Gen Z and Gen Y's choice for home improvement and decoration. The brand wanted to underscore its knowledge and expertise while also connecting with the younger generation through the core message: "live your way". This included improving brand perception, increasing brand awareness, building brand love, and influencing consumer behavior.



### CREATIVE STRATEGY

**Compromising one's true need is one of the biggest hindrances to home improvement. The creative idea was "Live Your Way." Using this core message, Boonthavorn embraced individual self-expression by encouraging the audience to stay true to their individual choice for their life, their space.**

In the quest to win over the hearts of Gen Y and Gen Z, Boonthavorn played on the insights that people often settle for the home improvement pet peeve "anything is good" throughout all communications. The videos featured stories of an empowering Boonthavorn sales expert who helps the Gen Y and Gen Z-ers find home decorations that reflect their personal styles rather than conforming to the general trends or "anything is good". The hero video used hyperbolic exaggeration to light-heartedly tell a story of a man about to purchase ugly wall tiles that his girlfriend carelessly picked. The long "Ummm" with jaunty, jestful music connected one flash forward scene to the next. The short videos playfully built onto this by showing each customer's oddly specific home improvement requests. The helpful sales expert was the connecting thread to the ads weaving all stories together, wrapping that all home improvement dreams are possible at Boonthavorn.

**“The film featured an employee who represents Boonthavorn through different VDO assets, short & long forms. Casting crews are a well represented core target which is Gen Y & Z. The craft of the film shows hidden functional benefits of Boonthavorn on how the store understands their customers as well as its various products being modern and appealing.”**

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

## WHAT ROLE DID YOUTUBE PLAY?

Boonthavorn created cohesive and easy-to-understand videos in various lengths and formats. The campaign showcased its captivating 3-minute hero video on YouTube, the only platform where long format ads can thrive and reach a massive audience. To reinforce its message and amplify the impact, the campaign also followed up with four short format videos on YouTube. These catchy and humorous cut-down versions were made to explain more about the hero video and build buzz and grab viewers' attention. By mixing different video ad formats, the campaign was able to optimize its YouTube strategy and effectively drive brand awareness and consideration.

## OVERALL EFFECTIVENESS

- Increased awareness and positive sentiment drove +5-7% business growth.
- Garnered over 27M views.
- Engagement: positive comments and shares on social media, eliciting positive social media engagement.
- Increased sales of stylish and modern items.



This rebranding effort effectively connected Boonthavorn with Gen Z and Gen Y, establishing it as a relevant and preferred choice for modern home improvement.

## WHY DID THIS CAMPAIGN WIN?

This campaign stood out for its ability to seamlessly transition between long and short ad formats while maintaining engagement and storytelling quality. The campaign highlighted across all formats “live your way”, a powerful hook that resonated with the audience and conveyed the brand’s values. The long format served as awareness and consideration driver by skillfully drawing viewers into a story centered around a contemplative shopper at a Boonthavorn store. The short versions told individual consumer’s stories leaving a strong connection to all shopper types. Each short piece within the campaign had a distinct theme, ensuring that viewers remained engaged and eager to watch more. The campaign was successful in showcasing the ability to adapt original storytelling across different ad lengths and formats, maintaining engagement, and exhibiting creativity throughout.



**“It is able to tell a cohesive story through the use of various formats. All long form and short forms seamlessly weave to one story”**

– Asst.Prof.Dr. Nopporn Ruangwanit, Executive Director, Accounting and Business management, Thammasat Business School

**CREDITS:** Boonthavorn, VMLY&R Thailand, Wavemaker Thailand

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