



## **2011 Silver Effie Winner**

### **‘Chipsy World Food Program’**

**Category: FMCG**

**Brand/Client: PepsiCo**

**Primary Agency: Media Direction OMD & Advantage**

#### **Strategic Challenge:-**

The Salty Snacks (SS) Category has been growing constantly over the past 5 years with sustained double digit growth. This growth was mainly lead by the growth of the potato chips category representing 65.5% volume shares in 2010 out of salty snacks market.

The Potato Chips (PC) category has been growing consistently over the past decade; however it has witnessed a major boom in 2008 to double the market size by end of 2010.

This significant growth was driven by the entry of new competitors, investing aggressively in the market (whether on trade level, TV and other media, as well as offering products with a wide flavor and package variety at a comparable quality).

This new competition transformed the market scene from a dormant market with only two active brands (Chipsy & Lion) in 2007, reaching 15 active players in 2011.

Chipsy is the first potato chips brand in Egypt; it was launched in the market over 30 years ago and has created the potato chips category thus becoming the generic name for the category.

Chipsy brand has successfully led and grew the PC category in Egypt over the past 30 years, successfully protecting its leadership despite fierce competition in the past few years.

What happened in Egypt on January 25<sup>th</sup> 2011 was exceptional from all aspects; business and personal. JAN 25<sup>th</sup> revolution wasn't just a political revolution; it was a complete evolution in Egyptians' mindset & that's why most companies were obliged to change their behaviors. The Challenge was:How to cope with the country's new mindset?How to offer something that fits the country's new condition?How to standout across the vast amount of CSR initiatives that are being implemented by other companies as well as NGO's?

#### **Business Objective:**

- Volume growth by 12% vs. YAGO.
- Shares growth by +1%vs. YAGO.



### **B- Behavioral Objective:**

Chipsy to promote the "DO GOOD" attitude by launching the biggest donation website and getting the maximum number of clicks (500,000 clicks).

### **C- Perceptual Objective:**

To improve consumers perceptions towards Chipsy

#### **Main brand KPI's Vs. YAGO:**

- Great Taste +5
- Brand I love +5
- Modern & Up to date +5
- High Quality +5
- International Brand +5
- Trendsetter +20
- For Someone Like me +2

### **The Big Idea:-**

School is the best place where kids shape their characters & personalities and help in exploring/identifying their strengths and capabilities. However, due to the current economical situations we are facing in Egypt, many unfortunate families keep their children out of schools in order to help them in providing life's basic necessities (food & shelter) for themselves and their families.

Chipsy, with its Egyptian origin, decided to help those deprived families & kids by taking an active role through supporting/promoting the WFP (Food For Education Program). With this program, Chipsy will provide free meals to children and their families in return keep their kids in schools and to allow those deprived kids to get the GREAT opportunity of experiencing a phase in their lives that is very precious.

### **Bringing the Idea to Life:-**

Chipsy /WFP campaign idea was mainly driven by consumer insight that was highlighted across several consumer researches

"Egyptians want everybody/entity to contribute in rebuilding the country"

And because of the instability the country is currently facing, Chipsy decided to take an active role towards the community & connecting emotionally with its consumers and walk the talk by



contributing back to the society. Based on research conducted after the Egyptian revolution it was clear that the issue most Egyptians were concerned about was education. Accordingly the brand decided to support / promotes the WFP (Food for Education Program) through its CSR campaign that provides free meals to children and their families. In return, they keep their kids in schools.

Source: Qualitative focus groups – Nielsen

Fully fledged 360 campaign was prepared to create awareness about the campaign:

1. Announcing the Campaign and the initiative through a huge PR event with super star AHMED HELMY being the ambassador to the event. Getting more than 300 attendees from top TV channels, newspapers, magazines, radio stations, as well as internet websites and bloggers.
2. An emotional TVC on the top TV channels to explain and promote the CSR cause.
3. Radio spots on the top rated radio programs
4. PR coverage on the most popular newspapers and magazines.
5. Aggressive outdoor campaign across the top locations in both Cairo & Alexandria.
6. To increase the amount of donations to our cause, we launched the biggest donation website and social networks to promote the cause and increase level of participation.
7. On-ground activation to collect signatures to increase the donation amount was conducted in both Cairo & Delta.
8. Full packaging re-launch: highlighting the campaign key message and donating mechanics on the pack.
9. 2 new limited flavors were launched with innovative packaging (School back packs) to create more awareness on the campaign.
10. School visits by the SUPER STAR AHMED HELMY was done supported by viral videos on top websites and covered across top TV stations and press.

**Communication Touch Points:-**

<input checked="" type="checkbox"/> <b>TV</b> <input checked="" type="checkbox"/> Spots <input checked="" type="checkbox"/> Branded Content <input checked="" type="checkbox"/> Merchandising <input checked="" type="checkbox"/> Program/content  <input checked="" type="checkbox"/> <b>Radio</b> <input checked="" type="checkbox"/> Spots <input type="checkbox"/> Merchandising	<input checked="" type="checkbox"/> <b>Packaging</b> <input checked="" type="checkbox"/> <b>Product Design</b> <input checked="" type="checkbox"/> <b>Cinema</b>  <input checked="" type="checkbox"/> <b>Interactive</b> <input checked="" type="checkbox"/> Online Ads <input checked="" type="checkbox"/> Web site <input checked="" type="checkbox"/> Viral video <input checked="" type="checkbox"/> Video skins/bugs	<input checked="" type="checkbox"/> <b>Retail Experience</b> <input checked="" type="checkbox"/> POP <input type="checkbox"/> Video <input checked="" type="checkbox"/> In-Store Merchandizing <input checked="" type="checkbox"/> Sales Promotion <input checked="" type="checkbox"/> Retailtainment  <input checked="" type="checkbox"/> <b>Guerrilla</b> <input checked="" type="checkbox"/> Street Teams
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<input checked="" type="checkbox"/> Program/content  <input checked="" type="checkbox"/> <b>Print</b> <input type="checkbox"/> Trade/Professional <input checked="" type="checkbox"/> Newspaper - print <input type="checkbox"/> Newspaper - digital <input checked="" type="checkbox"/> Magazine - print <input type="checkbox"/> Magazine – digital <input type="checkbox"/> Print partnership  <input type="checkbox"/> <b>Direct</b> <input type="checkbox"/> Mail <input type="checkbox"/> Email  <input checked="" type="checkbox"/> <b>PR</b> <input checked="" type="checkbox"/> <b>Events</b>	<input checked="" type="checkbox"/> <b>Social Networking Sites</b> <input type="checkbox"/> Podcasts <input checked="" type="checkbox"/> <b>Gaming</b> <input type="checkbox"/> Mobile Phone <input type="checkbox"/> Other  <input checked="" type="checkbox"/> <b>OOH</b> <input type="checkbox"/> Airport <input type="checkbox"/> Transit <input checked="" type="checkbox"/> <b>Billboard</b> <input checked="" type="checkbox"/> <b>Place Based</b> <input type="checkbox"/> Other  <input checked="" type="checkbox"/> <b>Trade Shows</b> <input checked="" type="checkbox"/> <b>Sponsorship</b>	<input type="checkbox"/> Tagging <input type="checkbox"/> Wraps <input checked="" type="checkbox"/> <b>Buzz Marketing</b> <input type="checkbox"/> Ambient Media <input type="checkbox"/> Sampling/Trial  <input checked="" type="checkbox"/> <b>Consumer Involvement</b> <input checked="" type="checkbox"/> <b>WOM</b> <input checked="" type="checkbox"/> <b>Consumer Generated</b> <input checked="" type="checkbox"/> <b>Viral</b>  <input type="checkbox"/> Other: Launching 2 limited flavours under the theme of the campaign
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**Additional Marketing Components:-**

- LTO packs and trade displays rebranding.
- Other–**Our pack which is our biggest advertising medium** –Launching 2 limited flavors with campaign theme (Back Pack) to support the cause.

Writing the main campaign message on front panels highlighting that Chipsy donates part of its proceed to help brining unfortunate kids back to their schools in addition to the campaign description and donating mechanics on the back panel.



**Total Media Expenditure:-**

Under \$ 500 Thousand

**Results:-**

**1. Business Results:**

- 20% sales volume growth vs. 2010. Objective was 12% growth.
- Breaking the records and achieving the **HIGHEST EVER SHARES** in PC history + 6% vs. YAGO with 73.3% share out of PC market. Objective was 1% growth.



**2. Behavioral Results:**

- Biggest donations website with more than 1MM clicks doubling objective of 500,000 clicks.
- Aggressive On-ground activations across Cairo & Delta getting more than 500M donation.
- Free PR coverage worth more than 48 MM Egyptian pounds in top TV channels and press and internet blogs.

**3. Perceptual Results:**

Significant growth for all major brand KPI's (May to July)

KPI	Plan	Achieved	Percentage Increase
Great Taste	+5	+18	260%
Brand I love	+5	+65	1,200%
Modern & Up to Date	+5	+13	160%
High Quality	+5	+11	120%
International Brand	+5	+13	160%
Trendsetter	+20	+49	145%
For Someone Like me	+2	+5	150%

Top of Mind	33	50	+17
Total Spontaneous Awareness	87	88	+1
Past 7 Days Consumption	80	84	+4
Past 24hrs Consumption	42	53	+11