



2011 Silver Effie Winner

'It's About Time!'

Category: **Best New Product Launch**

Brand/Client: **Cornelli Ice Cream**

Primary Agency: **Impact BBDO Beirut**

Strategic Challenge:-

Summer in Lebanon is about many things: New beach trends, tourists and returning expats filling up resorts, nightclubs and restaurants, wild partying, site seeing, and around 20 local and international ice cream brands fiercely competing for market share.

But the goal is crystal clear: Create profit through mass sales given the rather low margin profit per unit.

Cornelli is considered to be a **new market entrant**, competing with brands that have been well established in the local market for years.

Its entry to the Lebanese ice cream market is considered to be critical because well-established brands have managed to shape up their market shares and position themselves in the minds of the consumers.

Cornelli would therefore have to come up with an edge that would trigger people's interest in trying it once, and the quality of its flavors would do the rest.

How would a new market entrant make an impact in such a congested market, to try and become one of the top 5 ice cream brands in the country?

Quantitative objective: Driving sales

Qualitative objective: Creating brand awareness – becoming top of mind.

The Big Idea:-

What was the idea that drove your effort? (The idea should not be your execution or tagline. State in one sentence)

A fresh ice cream needs a fresh influential character to become the brand ambassador, that would trigger emotional interest in the brand.



Bringing the Idea to Life:-

Was your idea driven by a consumer insight or channel insight or marketplace / brand opportunity? Explain how it originated and how the big idea addressed the challenge.

After long brain storming sessions and lots of Cornelli ice cream, the big idea came up.

A special character – A brand ambassador!

And whom better than the number 1 comedian in Lebanon?

Now, the safer alternative was using one of the previously famed characters done by the comedian, which was actually the client’s recommendation.

But the agency insisted on taking the risky alternative. It saw and believed in greater success through the creation of a character dedicated for the brand who would speak the language of both targeted segments of the market: The locals and the expats visiting Lebanon during summer.

Moreover, the concept behind the character was based on the universal insight that states that improvement is always welcomed – especially in Lebanon, where people are thirsty for positive change.

And it was about time!

Based on purely Lebanese insights, 4 TV commercials were created - backed with a widespread outdoor campaign, telling the story of Jay-Jay, a.k.a. Germanos Germanos, the new Cornelli spokesman.

Jay-Jay is a wealthy expat who comes to Lebanon and discovers Cornelli, so he decides to leave the States for good and settle back in his homeland because a country with no Cornelli ice cream is not a country worth living in.

Throughout the 4 stories, trustworthy Jay-Jay is found to interfere humorously in common day-to-day situations, and instill a certain improvement to the problem being exposed, bringing in Cornelli ice cream as the big solution.

Communication Touch Points:-

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

None

Total Media Expenditure:-

Under \$ 500 Thousand

Results:-

Jay-Jay strikingly won people’s hearts!

The campaign brilliantly depicted the Lebanese clichés by putting forth different types of individuals, focusing on a humoristic approach. It proved to be a triumph through an astounding **50% increase in Sales** and a full employment of all Cornelli production lines.

Small shops – considered as the biggest sellers of ice cream in the country – were forced to remove established ice cream brands to make room for the popular Cornelli, based on the people’s eager demand.

In absolutely no time, it also generated significant hype on Facebook and a **massive buzz** on YouTube with close to **80,000 views**, and counting – becoming one of the **most viewed Lebanese commercials on the net**.

The Lebanese could relate to the characters and Jay-Jay - one of the comedian’s best work - soon became the word-of-mouth hit of the moment, **placing the brand at the very top of the consumer’s mind** – despite the stern competition.



Another success was the impressive **market penetration**, driven by trade outlets' increasing demand, as the brand made its way into geographical areas spread all over the country, and within 2 months of the campaign launch.

So given that the ultimate goal was to make a big bang and have the brand known by people overnight, it was genuinely achieved with the right creative approach, the right consumer insight and by the usage of the right celebrity to convey the message. Until today, locals and expats have been coming up with their own scripts and sharing them with friends via smart phones and blogs, becoming themselves the bearers of one of the most memorable campaigns of the year.

References:

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<http://www.youtube.com/watch?v=fRrbyBbhSV4>

<http://www.youtube.com/watch?v=2MH2czl4IUk>

http://www.youtube.com/watch?v=-imd_gnxhZY

<http://www.youtube.com/watch?v=Q47UmyY33qY>

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