

KANTAR

# DIGITAL CREATIVE EFFECTIVENESS AWARDS 2024 APAC

Boldness Amidst Chaos



# The Top 11 Best Digital Ads in APAC



Global  
Groundbreaker

Royal Enfield  
Baazigar

In-House  
Production

India



Global  
Groundbreaker

Specsavers  
Window Dresser

AJF Partnership

Australia



Global  
Groundbreaker

Maggi  
Rain Moments

McCann India

India



Global  
Groundbreaker

Licious  
Juicy. Delicious.  
Must be Licious

In-House Production

India



APAC  
Grand Winner

Croma  
Bahana

In-House  
Production

India



APAC  
Grand Winner

L'Oréal Paris  
Glycolic Acid  
You're Worth It

McCann Paris

Indonesia



APAC  
Grand Winner

Twinings  
Dance

In-House  
Production

Thailand



Shortlisted

Tiger  
Brewed for Your  
Fire

BBH, Dentsu

New Zealand



Shortlisted

C2  
C2 Peach

Publicis – Leo  
Burnett

Vietnam



Shortlisted

Blibli.com  
Blibli Gasabar  
Ramadhan

Dentsu Creative ID

Indonesia



Shortlisted

Hitachi  
Manifesto

Hakuhodo First

Thailand

# Introduction

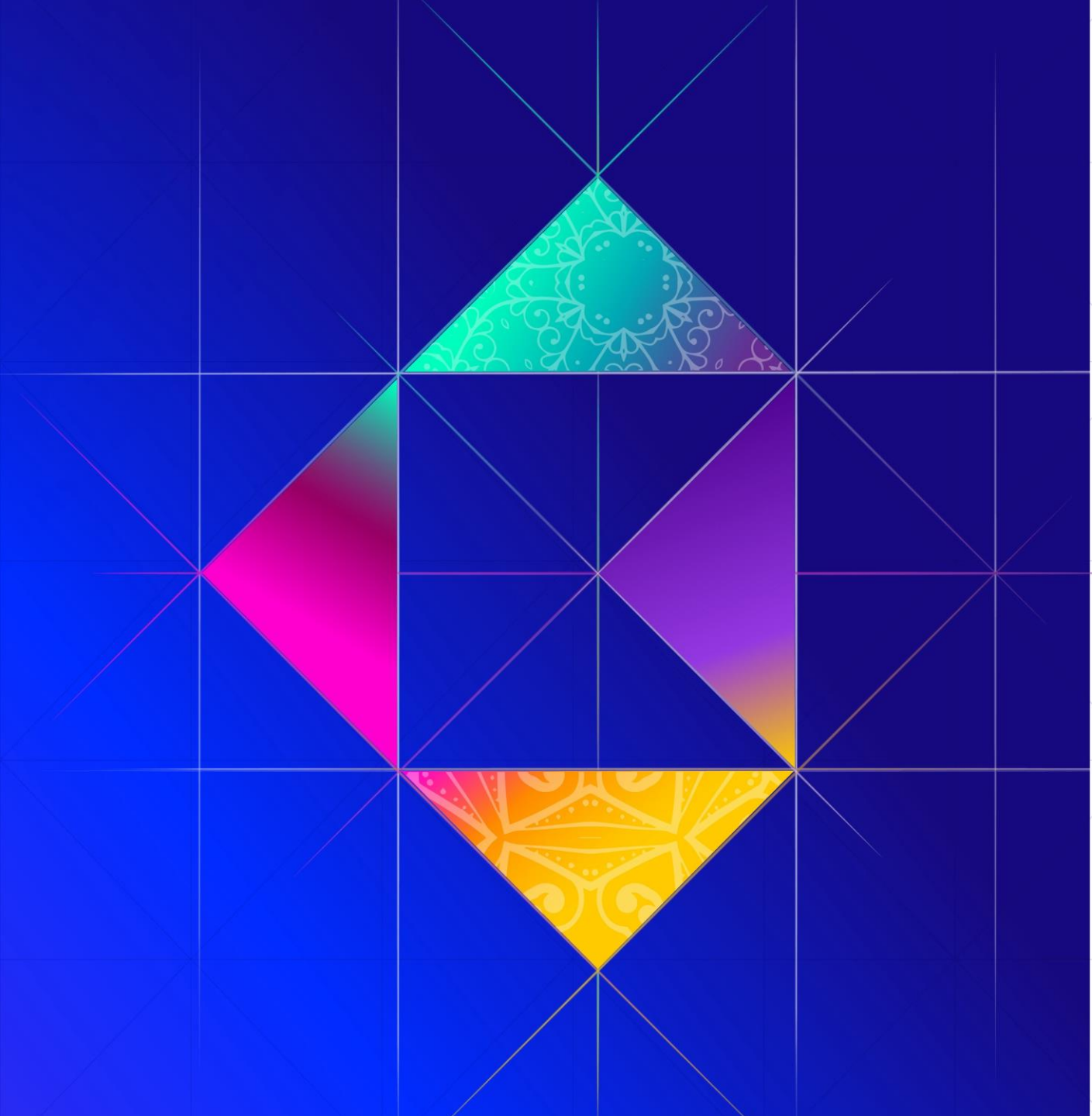
Social observers describe our times as - the Age of the People, the Age of polycrisis etc. In the world of media and advertising, marketers are navigating a different kind of chaos. The media and ad world is becoming a mad, noisier world with the proliferation of channels, influencers and innovative ways of selling and connecting. Consumers are cleverly finding ways of sifting through and making sense of it all.

Kantar Creative Effectiveness Awards stands apart from the array of creative awards because the judges are the consumers of the brands and the awardees, content that has been creative and effective in driving success for the brand in the long and short term. They are special because they have managed to break free from the labyrinth and stand out by being Bold in amid Chaos.

This year, as we showcase the best of the best chosen by consumers, join us in celebrating the Boldness and Creativity exhibited by these winners.



# How to be Bold amidst Chaos



# 1 Frictionless

Our Kantar BrandZ research had revealed that brands who have shown how they fit well into people's daily lives are most likely to grow. In fact, the top 10 brands in the 2023 BrandZ Southeast Asia ranking that were perceived as 'fitting well into everyday life' had almost double the Demand Power of the bottom 10 in the Top 30.

This route of building relevance through providing frictionless experiences across different aspects of life also extends to advertising. Our top ads this year have boldly risen through the clutter by establishing the clear role that they can play in people's lives. This was achieved through clear narratives that firmly established the brand as the hero and effective use of intuitive cues to drive the message across with less effort for the viewers to understand.

Leveraging on clear context and intuitive visuals, this L'Oréal Paris ad effectively lands how the brand's superior skincare technology can give Indonesian women the benefits of a high-end procedure with less hassle. The storyline is easy to follow with proper pacing and demos made powerful through simple yet memorable cues.



L'Oréal Paris  
**Glycolic Acid You're Worth It**

McCann Paris  
Indonesia

This Hitachi ad best embodies the learning of Frictionless. Through a series of stunningly shot vignettes, the ad kept the focus on illustrating how the brand's superior craftsmanship can bring convenience to consumers' lives. Apart from its single-mindedness, the ad also worked in engaging consumers with its good mix of music and cinematography.



Hitachi  
**Manifesto**

Hakuhodo First  
Thailand

## 2 Fortissimo

'Fortissimo' is a musical term that refers to passages marked to be performed very loudly. In the case of our top performing digital ads across APAC, Fortissimo means the deliberate use of music to not only set the mood but also land their intended messages.

**82%** of our shortlisted ads have boldly featured prominent music

These ads elevated the emotional impact of their ads through the clever utilization of music – from Croma and Specsavers to really amplify the comedic intent to Royal Enfield and Tiger whose choice of music in their ads easily conveyed their brazen and unapologetic brand personalities.

Twinnings effectively showcases the transformative powers of tea in this festive ad. With just a sip of her tea, a woman is instantly transported into a whirlwind of dance and pageantry, all set to lively music that kept the energy and engagement throughout the ad.



**Twinnings  
Dance**

In-House Production

Thailand

To showcase how the brand can help Indonesians celebrate Ramadhan more conveniently, online mall Blibli.com delighted viewers with a music video-like ad that is also peppered with comedic moments. The campaign's messages were all delivered via a catchy song that viewers could singalong to, guaranteeing ease of memorability.



**Blibli.com  
Blibli Gasabar  
Ramadhan**

Dentsu Creative ID

Indonesia

Tiger Beer uncaged the life of the party in this highly energetic ad that is undoubtedly attuned to the Gen Z sensibilities. The ad is a multisensorial feast with its memes and digital filter style aesthetics paired with upbeat music that truly elevated the ad's mood.



**Tiger  
Brewed for Your Fire**

BBH, Dentsu

New Zealand



### 3 Fortitude

This year, the top digital ads in APAC bravely took on the challenge of standing out in a sea of sameness and amidst a marketing landscape that is continuously evolving and becoming more complicated.

Creative bravery can be manifested through brands embracing their flaws, challenging conventions, provoking emotions, and even through adopting unconventional narratives.

When the marketing challenge is tough, it's tempting to take the easy way out: using conventional tropes as a crutch and focusing solely on product features. But groundbreaking brands such as Royal Enfield can testify that fearlessly departing from the expected has its glorious rewards.

Royal Enfield sets itself apart from other automobile brands with its blazing ad that went away with just highlighting product features. Instead, the ad decided to focus on the persona of the brand and the pride people have for their bikes. The ad is also notable for its inclusive portrayal of women bikers.



Royal Enfield  
**Baazigar**

In-House Production

India

## 4 Faithfulness

As marketers explore different forms of storytelling and new platforms, some things can remain consistent. These include a brand's clarity of positioning that is steadily reinforced in its communication.

Our 2023 BrandZ learnings indicate that:

- Brands with strong emotive clarity are far more different than brands without
- A brand with a strong emotive positioning is often more resilient over time as well

To fully maximize the impact, consistency or faithfulness to this brand vision is key. In turn, consistency can be achieved through adherence to core theme such as with L'Oréal Paris on women empowerment, brand values with Maggi, and even simply through the constant use of a tagline to connect all assets over time and across platforms.

As one of the most iconic brands in India, Maggi has reinforced its cultural significance in the market through embedding the brand as integral to togetherness. In this ad from its #dilmaggimaggihogaya campaign, Maggi has tapped into its signature emotional storytelling that resonates with Indian values and solidifies the brand's association to family moments.



Maggi  
Rain Moments

McCann India

India



## 5 Fantasy

Fantasy is not just about escapism. It can also be about leveraging on the power of imagination to give one a taste of how much life can be better.

To quote Albert Einstein: *"Imagination is everything. It is the preview of life's coming attractions."*

Brands from our top digital ads boldly took to heart their roles as storytellers and gave viewers a glimpse into imaginative worlds wherein the seemingly mundane can be made extraordinary with the brand playing a pivotal role – a drink is not just for hydration and refreshment but also to titillate your senses and make your surroundings more animatedly vibrant, and eating a simple lunch at the office cafeteria can be a gastronomical feast that is the envy of everyone.

C2 is the easily the hero in this story that effectively showcases the refreshing and rejuvenating benefits of the drink via its enchanting visuals and sound. Its imaginative approach reinforces the idea that C2 is more than just a beverage to help beat the heat, but also one that can lead towards extraordinary experiences.



C2  
C2 Peach

Publicis – Leo Burnett  
Vietnam

Licious effectively tantalizes the senses and inspires 'food envy' in this memorable ad. Using excellent casting, the right pacing, and of course, great music, viewers can't help but daydream about being the girl relishing the sumptuous chicken dish – much like everyone else in the ad!



Licious  
Juicy. Delicious.  
Must be Licious

In-House Production  
India

## 6 Fun

Our 2024 winners prove that triggering positive emotions is a power brands can wield to connect with consumers and to stand out. This positivity through the element of fun can be delivered through music as earlier established, and more explicitly, using humour.

**45%** of our shortlisted featured humorous tone

Humour can be landed in variety of ways and can range from inducing a smile to laugh out loud. Moreover, as our finalists have shown, the manifestation can be different across countries. Regardless of how humour is brought to life, what's critical is that it connects with its audience.

Croma got viewers engaged throughout this 1-minute story that followed a daughter's comedic quest to get her mom to follow through on her promise to get a new TV at the store. The ad excelled on delivering a funny narrative through the casts' hilarious acting and the great choice of music that enhances the playful tone of the ad.



**Croma  
Bahana**

In-house production  
India

"Should've checked you were in a dressing room before you tried on those pants.." cheekily warned by this Specsavers ad that testifies as to why Australian humour is in a class of its own. The ad is the latest twist to the brand's tagline that it had consistently used over time yet have managed to keep fresh with witty storylines that blend simplicity with humor.



**Specsavers  
Window Dresser**

AJF Partnership  
Australia

# How to be Bold Amidst Chaos: The 6 Fs

## Frictionless

The art of ease is about making the brand and its role relevant in a simple and integral manner.

## Fortissimo

Get loud

A clever tactic to drive and retain attention on social media is fortissimo - leveraging on prominent use of music.

## Fortitude

It is the bold who experiment and try something new to connect with people differently.

## Faithfulness

Authenticity is not just about the voice of the brand. Brands derive meaning and authenticity through showcasing their role in consumer lives as well.

## Fantasy

Fantastical experiences is what the world hungers for today and being able to take a product and elevate its experience is fabulous.

## Fun

Laughter is the best medicine and when brands do not take themselves too seriously, they can be endearing.





## PREDISPOSE MORE PEOPLE with LINK+

### Creative quality is a key lever to build predisposition

Predisposition depends on more than just direct consumer experience of your brand. **Advertising is a critical tool for building the positive perceptions and salience** that will set your brand up for growth.

Advertising rarely works in the moment its consumed. Instead, advertising helps to **build mental shortcuts** or predisposition that enables people to make **fast choices** and **justify prices to themselves**.

LINK+ is comprehensively validated to predict how well advertising will build predisposition and drive sales.

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Brands that people are strongly predisposed to have...

9x

higher volume share

2x

higher price paid

4x

the likelihood to grow value share

... than brands with weaker predisposition

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Boldness Against Chaos

