

THE BEST VIRAL F*KING CAMPAIGNS**

by TBH Partnerships

CORONA'S PAY WITH PLASTIC CAMPAIGN

JUNE 2019



INTENT

To play a part in curbing the growing consumption rate of plastic for World Oceans Day.

“100 ISLANDS PROTECTED BY 2020”

WHY IS THIS A VF CAMPAIGN?



OVERVIEW

In June 2020, for World Oceans Day, Corona launched their Pay With Plastic program to curb the growing concerns around the state of the oceans and plastic waste. This environmental positive marketing campaign was a smart strategy for the brand, especially after the whole CoronaVirus situation.



COMMUNICATION

Across Mexico, Brazil, Spain, Italy and Columbia, the brand would accept plastic waste as means of payment in exchange for beer. The brand also partnered with Parley where they created a limited edition beer can made out of up-cycled material. For every six-pack sold, the organisation cleaned up 1sqm at a local beach.



IMPACT

1M sq feet of beaches cleaned across said countries. ~ An opportunity for the brand to regain the lost brand image due to the name clash with the CoronaVirus. ~ Chance to connect with consumers who are passionate about the health of the environment

JOURNAL ENTRY

Corona's Pay With Plastic Campaign is a great example of how a brand should improve its Goodwill and Brand Image even after having its name being associated with one of the worst pandemics known to mankind.

LIFEBUOY'S BISH BASH BOSH CAMPAIGN

AUGUST 2020



INTENT

To raise awareness of the importance of hand hygiene through its above-the-line and in-store activations, as well as supporting behavioural changes across the UKI.

“BISH BASH BOSH IT”

WHY IS THIS A VF CAMPAIGN?



OVERVIEW

In August 2020, Lifebuoy relaunched in the UK with a 12M pounds investment to get the brand back in the minds of consumers. The campaign was based on the insights that as restrictions loosen people can become less inclined to stick to handwashing.



COMMUNICATION

The impactful campaign communicates the importance of good handwashing habits to help reduce the spread of infection. To break through the noise, they created an upbeat animation on our everyday activities.



IMPACT

The brand reinvigorated its purpose and image for a new group of people. ~ Massive awareness and brand partnerships. ~ Partnership with We Are Futures to educate children about hygiene in over 4000 primary schools. ~ Backed by Royal Society of Public Health.

JOURNAL ENTRY

Towards the end of the first wave of the Corona Virus pandemic in the UK, the importance given to Hand-Hygiene habits by the general population seemed to have dropped. Through this campaign, Lifebuoy wanted to reiterate the importance of maintaining healthy hygiene habits and used this campaign as a means of Brand Recall.

EXPEDIA'S LET'S TAKE TRIP CAMPAIGN

SEPTEMBER 2020



INTENT

To convey to their audience that one does not need to leave their house to travel.

“LET’S TAKE A TRIP”

WHY IS THIS A VF CAMPAIGN?



OVERVIEW

In September 2020, 9 months into the pandemic, the global travel industry took a revenue hit of 41% during the year. This made Expedia realise that now, more than ever, people needed to be optimistic about the future of travel — and so they came up with the marketing gem that is: Let's Take a Trip.



COMMUNICATION

The campaign comprises of one single asset: a beautifully crafted stop-motion movie. Through ingenious stop-motion animation, they have depicted a couple using everyday household items as they cycle through various familiar travelling scenarios, such as driving, hiking and even cozying up in a hotel room.



IMPACT

20M views within few months of launch. ~ Voted as one of the best marketing campaigns of 2020 on Marketing Week. ~ The campaign was so well received by the audience that Expedia prompted a follow up campaign called Trips Together.

JOURNAL ENTRY

A marketing campaign is only limited by the creativity behind it. By using imagination as the very theme of the campaign and with simple execution, Expedia showed that truly, nothing is impossible when it comes to delivering a strong point across to its viewers. It also conveyed that a purposeful campaign does not necessarily need to convert to profits.



THANK YOU!