



General Entry Form 2019

Entry Form Instructions & Reminders

Use the General Entry Form for the following Categories:

List A

- A. Retail/Etail
- B. Food, Confectionery and Snacks
- C. Beverages
- D. Other Consumer Goods
- E. Health and Wellbeing
- F. Financial Services
- G. Other Services
- H. Travel, Leisure and Media

List B

- K. Best Smaller State Campaign
- L. Short Term Effects
- M. Most Original Thinking
- N. New Product or Service
- O. Small Budget
- P. Insight and Strategic Thinking

Eligibility

Advertising campaigns that ran in Australia during the period **1 April 2017 and 31 March 2019** are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data relative to the qualifying time. A campaign may be re-entered in subsequent Effies provided that the data presented complies with the new eligibility period. The entry does not have to contain new creative.

Formatting Requirements

Page Limits: You have up to **ten A4 pages** to tell your story. You may use as little or as much space as you wish for each question, so long as your total **written** case does not exceed **ten A4 pages**. **This does not include the instructions front page, media addendum or the authorisation back page.**

Charts, Graphs and Images: use of these is strongly encouraged throughout or at the end of the form. Graphs and charts are additional to the ten A4 pages. Creative images must not exceed three A4 pages, which can also be additional to the written case.

Directions Appearing with each Question: must **NOT** to be deleted from the completed case; they serve as a guide for both entrants and judges. Complete entry form in - **Type face: black font; 10pt minimum**. All data must include a specific, verifiable source. Data without a source may result in entry disqualification. Answer every question or indicate "not applicable". Any unanswered question will result in entry disqualification.

Entry Number:

59

Agency:

The Brand Agency

Advertiser:

Foodbank WA

Entry Title:

Turning a box of nothing into
breakfast for WA kids

Category:

K. Best smaller state campaign

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Executive Summary

An Executive Summary of no more than 100 words is required.

Ordinarily, Foodbank's Christmas appeal involves direct marketing pleading for donations. In 2018, we crafted an idea with a more immediate response: Hungry Puffs, the breakfast over 100,000 West Aussie kids wake up to every day.

In the lead-up to Christmas, empty boxes of Hungry Puffs were stocked in over 40 major supermarkets across Western Australia. Shoppers who were in the process of buying food for their own families were suddenly encouraged to support a much bigger cause – helping feed children who go without breakfast every day.

In 4 weeks, Hungry Puffs resulted in 625,770 meals for WA children, raising \$312,885.

Questions 2 to 4: Challenge, Objectives & Strategy (24 Points)

Entries need to build a compelling business case with their answers to these three questions. Objectives should be quantified. Entries will be marked down for not providing measurable goals unless reasons are well argued. Judges will consider the degree of difficulty and budget when allocating marks. Higher marks are deserved by cases with a greater degree of difficulty.

1. Total Campaign Expenditure:

What was your total expenditure including development, media, production, agency fees and any other costs including production and value of donated media and non-traditional paid media? Tick below the range of expenditure for the assessed period and average p.a.

Under \$500 thousand	<input checked="" type="checkbox"/>
\$500 - 999 thousand	<input type="checkbox"/>
\$1 - 2 million	<input type="checkbox"/>
\$2 - 5 million	<input type="checkbox"/>
\$5 - 10 million	<input type="checkbox"/>
\$10 - 20 million	<input type="checkbox"/>
\$20 - 40 million	<input type="checkbox"/>
\$40 million and over	<input type="checkbox"/>

2. What was the strategic communications challenge?

What was going on in your category? Provide information on the category, marketplace, company, competitive environment, target audience and/or the product /service that created your challenge and your response to it.

It's a little-known fact that many Australians suffer from food insecurity. The truth is that with such high costs of living, over 4 million Australians experience food insecurity every year¹. In the state of Western Australia alone, more than 100,000 children go hungry every day.²

Foodbank WA is the biggest supporter of these families and children, with its School Breakfast Program serving up over 2.4 million meals every year across over 470 schools. But Foodbank WA is under constant pressure to keep this program alive.

¹ Foodbank Hunger Report 2018 <https://www.foodbank.org.au/wp-content/uploads/2018/12/2018-Foodbank-Hunger-Report.pdf>

² Client Brief

AUSTRALIA'S FOOD INSECURITY WORSENS AT CHRISTMAS

Foodbank WA faces significant challenges at Christmas. It's a time of year when families already struggling to make ends meet are forced to make some pretty tough decisions. Do they pay the bills, buy presents, or have enough food to feed their kids? Ultimately, many have no choice but to seek food relief from local charities supported by Foodbank WA.

As a result, demand for food often outweighs Foodbank WA's supply during this period.

CHARITY FATIGUE

This high demand peaks at a time of year when an abundance of other worthy organisations are also competing for donations. A dropping property market and flat lining wage growth means that even the more-fortunate families throughout Australia are also struggling financially these days.³ The total amount donated and claimed by individual taxpayers in Australia was down 7.2% in 2018. This reduction in giving is compounded by the proliferation of charities: 9,044 new charities were established in the last three years⁴. In short, people are donating less money, to more charities.

And to make matters worse, Foodbank was facing the third cut to its federal funding since 2014.⁵

So in the lead-up to Christmas, business as usual was not going to cut it. Foodbank needed a Christmas Appeal unlike any they had done before. An appeal that would cut through the clutter of charities competing for donations in the traditional advertising and marketing space.

3. What were your objectives? State specific goals.

Your entry is expected to include compelling data including behavioural objectives and results. Only in rare instances are the judges likely to award an entry that only demonstrates attitudinal changes. Provide a % or # for all goals. You must provide benchmark and context for your goals versus year prior and explain why they were significant and challenging in the context of your category. If the campaign did not have specific objectives, state this in the entry form and explain why.

Our objectives were simple:

We needed [REDACTED] to purchase the volume and variety of foods needed to continue funding the School Breakfast Program.

As every \$1 donated provides 2 meals⁶, we anticipated this fundraising would create 240,000 meals to feed West Australian kids at Christmas.

4. What was your strategy – and how did you get there?

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

As mentioned, Christmas is the busiest time of year – both from a fundraising and a media perspective. We needed an idea that would highlight the plight of 100,000 hungry West Aussie kids and help raise the profile of Foodbank WA above all the other worthy charities fighting for donations.

With an incredibly limited budget of \$15,000 we recognized it was going to be impossible for Foodbank WA to get cut through using traditional channels at a time when the media landscape is flooded. Furthermore, any donation transaction at this time of year needed to be simple and easy for donors to execute.

³ <https://www.abc.net.au/news/2019-01-02/australian-housing-prices-fall-4.8pc-weakest-since-gfc/10678444>

<https://www.businessinsider.com.au/australia-economy-wage-price-index-rba-implications-2019-2>

⁴ ACNC, Growth and Change in Australia's Charities 2014-2016, May 2018

⁵ <https://www.theguardian.com/australia-news/2018/nov/12/coalition-cuts-funding-for-foodbank-charity-by-323000-a-year>

⁶ Client Brief

Our budget meant there was limited scope for research, so we drew on insights from our own lives and hosted interviews with friends and family to talk to them about what they get up to in the lead up to Christmas.

Unsurprisingly, we found that that in the weeks preceding Christmas, life is hectic. People break from their usual routines and – instead of being sprawled in front of TV and locked into their usual social feeds – are flat out socialising, wrapping up the work year, attending school concerts... and food shopping. Food shopping consistently came up as one of the regular activities that you have to do more of at Christmas.

We also found that there was a disconnect when it came to food security issues in Australia. While people were used to seeing famine-stricken kids from overseas, the notion of hundreds of thousands of Australian children going without food just felt too unrealistic to be a cause that needed community support.

The Core Strategic Challenge: How can we make hunger feel real for people who have never experienced food insecurity in that ‘moment of truth’ when they are buying breakfast for their own families.

Questions 5 & 6: Implementation (16 Points)

Entries should succinctly explain the big idea that drove the campaign.

Entries need to explain the communications strategy that took the idea to market. We need to understand the target audience and channels used, and why.

Entries need to provide sufficient creative examples to enable the judges to understand the campaign.

5. What was your big idea? What was the idea that drove your effort?

The idea should not be your execution or tagline. **State in 25 WORDS OR LESS.**

We launched a new cereal, Hungry Puffs: the breakfast made from the same stuff over 100,000 WA kids wake up to every day – nothing.

6. How did you bring the idea to life?

Describe and provide rationale for your communications **strategy** that brings the idea to life. Explain how your idea addresses your challenge. Describe the target audience and channels selected, and why. Describe how the creative and media strategies work together.

In not more than three A4 pages show sufficient creative examples to enable the judges to understand the campaign. These pages can be additional to the ten A4 page written entry. (Graphs and charts are also additional to these pages).

In the lead-up to Christmas, empty boxes of Hungry Puffs were stocked and sold for \$5 in major supermarket cereal aisles across Western Australia – with every box scanned at check-out providing 10 children with their next meal.

Despite being an empty box, we treated Hungry Puffs as you would any new retail product and looked for ways to stand out in a busy supermarket environment.

We studied the packaging and design techniques of other cereal brands, then implemented a series of popular cereal brand clichés, but with a few dark twists. Hungry Puffs had stark, black and white design and depicted a ‘sad child’ character holding an empty bowl.



Hungry Puffs Pack Design

Shelf space in supermarkets is highly valuable and doesn't get given out easily – especially in the lead up to Christmas. Big brands pay huge money for premium shelf space.



In Store Placement

Originally, we could only get on the shelves of three supermarkets however as more supermarkets heard about our campaign, they wanted to get onboard, sacrificing shelf space for this good cause. We finished with over 40 supermarkets across Western Australia taking on Hungry Puffs.

Like any good FMCG brand, we treated the roll out of Hungry Puffs as a new product launch. With a video spot, print and radio ads and a social media and digital campaign. The video spot was created on a shoestring budget to try and excite people about the taste of nothing.

TV storyboard



Digital and Social media



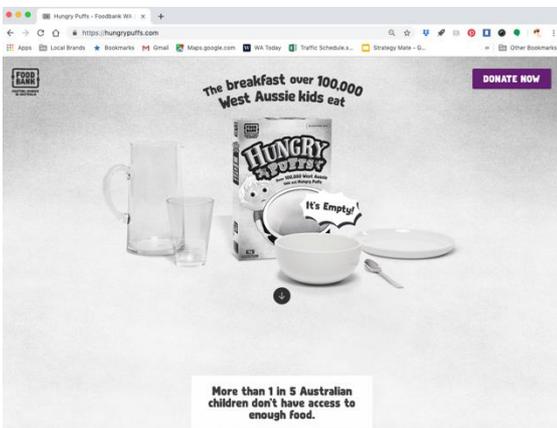
But we didn't stop there, in-store we created sampling stands where people would walk up expecting to try the new flavour, only to get a bowl of nothing.



In store sampling and POS posters

And we developed a Hungry Puffs website where people could buy boxes of nothing online. (See <https://hungrypuffs.com/>)

We worked with key media to get exposure through their news sites. This media attention encouraged other public figures, who we specifically targeted with our campaign launch 'hampers' to get them to share the campaign across their social media platforms. The media community was so galvanised by Foodbank's cause, they donated over \$50,000 of additional media space.



Website



PR 'Christmas Hampers'

Foodbank's box of nothing quickly turned into much more – with shoppers, food bloggers, celebrity chefs, sport stars, film writers, the corporate world, key opinion leaders, all the way up to the Premier of WA sharing their support through their social feeds and motivating even more people to donate to the cause.



News Coverage of Channel 10

Selection of Influencer posts including the Premier of WA Mark McGowan

Our nuanced amplification tactics meant our tiny media budget could be used to share Foodbank WA's Christmas appeal beyond just the moment of truth in the shopping environment.

Question 7 & 8: Outcome (40 Points)

Answers to questions 7 & 8 are the most important. This is what the Effies are all about - the results.

Entries should show how the campaign achieved or exceeded objectives and demonstrate how the campaign made a difference. The results should relate back to the objectives; the data should support the assertions; the timescale should be clear. Hard data (sales, share) is more important than intermediate (awareness, equity) or soft (likes, qual), although they can help support your case. Make sure the results follow activity.

Demonstrate the causal effect between campaign and results.

Judges need to be convinced that the marketing investment provided a positive financial return - if that was a requirement. Indexing of data is acceptable.

When assessing ROI, the judges will consider long term projections or lifetime value, but remember that judges are sceptical of projections they consider to be overly optimistic.

7. How do you know your campaign was successful?

Detail why you consider your effort a success. **Refer to your objectives** (results must relate directly to your objectives in (3) – restate them and provide results) and demonstrate how you met or exceeded those objectives using quantitative and behavioural metrics. Demonstrate the correlation between activity and outcomes. Did your effort drive in-market results? Did it drive awareness and consumer behaviour change? Use charts and data whenever possible. Explain what x% means in your category. For confidential information proof of performance may be indexed if desired.

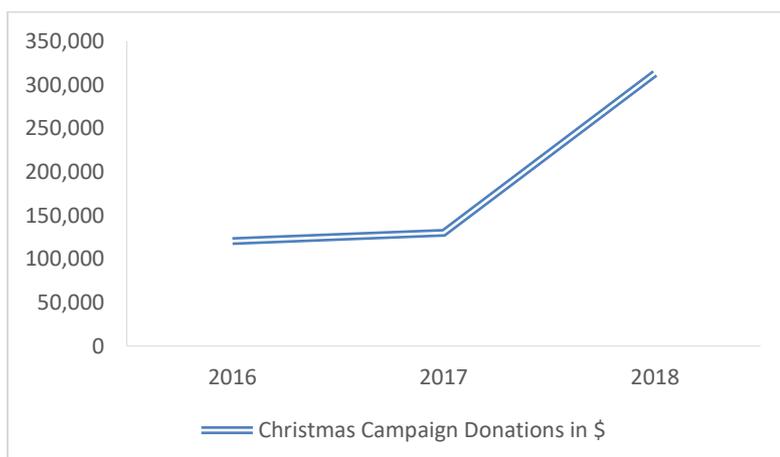
Make sure you address every objective, whether fully achieved or not. Indicate why the results you have are significant in the context of your category, competition and product / service.

Suffice to say, Hungry Puffs smashed our objective.

Recalling the objective was to [REDACTED] create 240,000 meals at Christmas.

After 4 weeks, we had raised [REDACTED] This resulted in the creation of 625,770 meals for food insecure Western Australian kids.

To put this into context, in the previous year Foodbank WA's Christmas campaign raised [REDACTED] Hungry Puffs more than doubled donations from the previous year in a time when donations across the country were flatlining.



8. Did it achieve a positive ROI?

You need to convince the judges that the marketing investment provided a positive financial return – if that was a requirement. Except in ROI category, the entry will still be eligible if data is not provided, but entries that provide convincing evidence will gain additional marks. (Note that this data can be indexed and/or excluded from the published case on request.)

ROI measures by what percentage the incremental gross profit (not gross sales) generated exceeded the campaign costs/investment. 'Incremental' means comparing what happened, with what would be expected to happen had the campaign not taken place and/or that status quo maintained.

So, if the incremental gross profit is \$1,000 and campaign costs are \$1,000, they cancel each other out and the ROI is 0%. If additional gross profit was \$1,500 the ROI is 50%. (**refer to the supplementary notes on ROI calculation**)

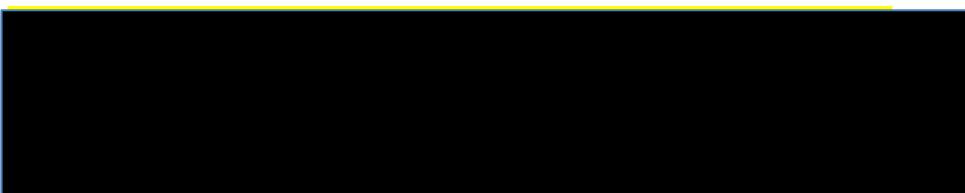
We recognise that there will be occasions when profit cannot be demonstrated. For example:-

- When the client will not divulge profit margins. In this situation we will accept the use of category normative margins;
- When the return is expected over some years. In this instance judges will consider projected ROI or lifetime value, but remember that judges will be sceptical of projections they consider to be overly optimistic.
- When profit was not a primary objective. In this instance entries must convince the judges why the campaign should be assessed on non-financial objectives and demonstrate that these objectives were achieved. For example, did the campaign help company X land a bigger deal, or did it increase the share price of the company, or did it generate an X% uplift in brand equity (which traditionally costs X)? Soft intermediate measures such as 'likes' or media exposure will not be accepted as primary objectives. As always, judges will be sceptical of calculations they consider tenuous and overly optimistic.

Social Return or Investment (SROI) is an increasingly common measurement in the social, government and NFP sectors. It aims to place a monetary value on the social impact (the benefit) of an activity and compares this with the cost incurred in creating that benefit. No set formula has yet been established to estimate the SROI of a campaign, but judges will award additional marks to entrants who make an honest attempt to evaluate the return. (Note – most studies to date are for the entire programme, not just the marketing elements). Refer the Supplementary Note for SROI which includes articles from Social ventures.

The total budget for the Foodbank WA Christmas campaign was \$15,093.

We have calculated the ROI based on the incremental increase to the previous year's campaign, as it is assumed if we had not created Hungry Puffs, there still would have been some level of donation from regular givers.



Therefore the ROI is 9.82 : 1

For every \$1 spent, Foodbank earned \$9.82 in return.

Question 9: Consideration of Other Factors (10 Points)

Advertising rarely works alone and the entrant must have assessed the contribution other factors could have made to the results.

Judges will also consider the power of a product or service offer. It is the marketing that should be rewarded, not the product.

9. Convince us that the result was not due to other factors.

You must explain in your entry the effect of any other potentially relevant factors such as product changes, pricing, distribution, competitive activity, press coverage, economic conditions, weather etc. You should acknowledge and estimate the role played by other factors and advise if the communications program led to other benefits accruing (such as retailers improving space allocated or even improved support from a sales force that has 'increased belief' in the brand).

Economic conditions consistent in WA

The WA economy in the lead up to Christmas 2018 was hardly buoyant. In fact, Western Australia's average weekly earnings declined by 1.6% over the six months to November 2018⁷ and Western Australia's unemployment rate of 6.4% in August 2018 was up from 5.8% the previous year.⁸

The charity space is increasingly competitive

Unfortunately, our success was not an indicator that Australia is entering some kind of golden age of philanthropy. The total amount donated and claimed by individual taxpayers in Australia was down 7.2% in 2018. This reduction in giving is compounded by the proliferation of charities with 9,044 New charities established in the last three years⁹

Funding cuts threatened

Although funding cuts were threatened by the government, Foodbank WA had experienced three funding cuts since 2014, so this was, unfortunately, business as usual for the charity.

Question 10: Overall Story (10 Points)

What lessons can be learned from this case about advertising effectiveness or measurement? Judges are asked to reward great ideas, great results, originality, innovative measurement techniques; and to penalise poorly written cases. High scores here will be the cases we want to showcase to the world.

10. Do you think there are any lessons to be learned from this case about advertising effectiveness or measurement?

Judges will give additional marks to exceptional ideas, exceptional results and to cases that teach us something about how advertising works. A big idea is worth more than a lesser idea. A case that adds to our knowledge about advertising effectiveness or measurement deserves additional marks. These marks are open to the discretion of the judges. This is the "I wish I'd been responsible for that" factor. We ask judges to reward great ideas, great results, originality, innovative measurement techniques, and penalise poorly written cases. High scores here will be the cases we want marketing students to be inspired by; the cases we can learn something from; the cases we want to showcase to the world.

In an era of purpose led marketing it is hard to find clear space in the charity game. Hungry Puffs was a success because we looked at how we could solve the problem with a unique idea or process that has never been done before.

Our idea captured the hearts and wallets of people in a critical moment when they could both empathise and do something about it. Minimal budgets demand creativity, not only did our empty box of cereal provide over 620,000 meals to children in just 4 weeks Hungry Puffs opened up the conversation about food insecurity in Australia and we doubled donations in a time when donations were flatlining.

Discussions with local supermarkets and potential media partners have already begun with the hope of expanding the footprint of Hungry Puffs this year, we anticipate that little box of nothing can live on to provide more food for hungry West Aussies in the year to come.

⁷ https://www.treasury.wa.gov.au/uploadedFiles/_Treasury/Economic_Data/ave-weekly-earnings-nov-2018.pdf

⁸ https://www.jtsi.wa.gov.au/docs/default-source/default-document-library/wa-economic-profile---september-20187cfa10a57ba2628e86e4ff0000981137.pdf?sfvrsn=5e0d721c_6

⁹ ACNC, Growth and Change in Australia's Charities 2014-2016, May 2018

Media Addendum

The Media Addendum has been designed to provide more context to questions 5 & 6 Implementation

Compared to other competitors in this category, this budget is:	x	Less
		About the same
		More
		Not Applicable (Elaboration required)

Compared to prior year spend on the brand Overall, the brand's overall budget this year is:		Less
	x	About the same
		More
		Not Applicable (Elaboration required)

Budget Elaboration

Provide judges the context to understand your media budget. What was the balance between paid, owned, earned and shared media? If you paid media expenditure was low but production/activation and other costs were high, or there is a unique situation surrounding your budget, you should elaborate if you feel it would help.

Foodbank WA is a pro bono client for The Brand Agency, so all agency head hours were donated, as they have been in previous years.

Over and above the donated Brand Agency head hours, Foodbank had a budget of \$15,093 for the campaign production. This budget was divided across production and media costs with roughly 30% of the budget going towards the campaign production, such as the box / flyer, radio, TVC, experiential, signage and website production. The other 70% of our budget was invested into paid media.

Using our existing media relationships we were able to amplify a very minimal spend by working with all media suppliers directly. Radio and TV stations were able to offer free spots in the form of community service announcements (CSA) and we were able to access a Google Grant. The majority of our budget went into paid digital opportunities as we felt that this was the most cost-effective way to reach our target audience and spread the message.

Owned Media

Elaborate on owned media (digital or physical company owned real estate), that acted as communications channels for case content. Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc

Website, social media platforms and in store sampling, and the packs of Hungry Puffs themselves all acted as owned media communication channels. The time invested in the design made the activation highly shareable so again, these were amplified across earned media such as news sites and influencer posts.

Sponsorships

Note whether or not your effort included any sponsorships. If so, provide details regarding your sponsorships.

Foodbank does not invest in sponsorship

Communications Touchpoints

Please list all touchpoints included in the campaign

In store sampling stall including branding signage & screens, physical Hungry Puffs Boxes – available on shelves in shopping centres & online, flyers, social media banners, search, e-commerce website, PR, radio, direct mail and TV.

AGENCY AND ADVERTISER AUTHORISATION

Signature for entry by Company Officers

We certify on behalf of:

___Nick Bayes___ (Agency CEO) and ___Greg Hebble___ (Client Company CEO or equivalent)

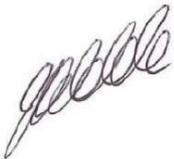
that the information submitted for the attached campaign is a true and accurate portrayal of the objectives and results of that campaign.

We have read the Rules & Conditions in the How to Enter Guide and acknowledge that the case study of this campaign may be published by The Communications Council or with the authorisation of The Communications Council, but that we will have the opportunity to remove such information from that case study that we regard as market sensitive or confidential. The published entry remains the property of The Communications Council.



Signature of CEO Agency

Title: Managing Director
Company: The Brand Agency
Date: 15/04/2019



Signature of CEO Client Company

Title: Chief Executive Officer
Company: Foodbank WA
Date: 15/04/19