

Nomination: 18255

SURE

Page: General Information
Name of Organization / Company VILLARICA
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Web Site Address https://www.villaricapawnshop.ph/ (https://www.villaricapawnshop.ph/)
Page: Entry Information
Entry Title SURE
Category E01 - E12 - Award for Innovation in Marketing > E01. Award for Innovation in Brand Development
Submission Format An Essay of up to 625 Words

Essay

PROBLEM

In a market dominated by competitors, Villarica had grim prospects for growth. It faced several challenges in drawing pawners from working-class families:

- Major competitors dwarfed Villarica's 600 stores with their thousands-strong branch networks.
- Villarica's marketing coffers were not as big as those of celebrity-endorsed rivals.
- COVID-related protocols restricted access to pawnshops.
- Pawners appeared loyal to their go-to brands.

SOLUTION

Villarica couldn't outspend the competition. So it outsmarted them by shifting the conversation from "Which pawnshop is bigger?" to "Which pawnshop can you trust?"

Three key insights shaped its next steps:

1. Pawners were not loyal; they were on autopilot.

Vague advertising claims made pawnshops indistinguishable. With no practical method to compare them, customers settled for whatever they were used to.

To disrupt their autopilot mode, Villarica developed an intriguing operational innovation that would distinguish Villarica, triggering a behavior change.

2. Pawning is an unsexy, emergency service.

Urgency drove customers to engage with pawnshops, not entertainment. What mattered most was being thought of when the need arose.

So Villarica discarded the category convention of burning money on top celebrities and campaign ubiquity, and strategically narrowed its focus.

3. Pawning was riddled with anxiety.

No less than the family's welfare was at stake. Yet pawners had no benchmarks for what constituted a high appraisal, and no mechanisms for scrutinizing pawnshop offers.

Villarica acknowledged this by centering what pawners actually needed – the highest appraisals their families could count on.

These actions resulted in the SURE campaign:

S - Sow doubt in the integrity of the stores that customers patronized.

U - Urge comparison between Villarica and other pawnshops.

R - Redefine reach based on relevance, not pervasiveness.

E - Enforce transparency to earn trust and address customer anxiety.

DELIVERY

Sow doubt

On video, Villarica depicted false claims perpetrated by familiar stores, pushing pawners to stop, think, and look for alternatives. Radio, OOH and digital media doubled down on their impact on family. Villarica served as the family's trustworthy counterpoint.

Urge comparison

Instead of paid celebrities, Villarica featured real parents who had tried multiple pawnshops and found the highest appraisal in its stores. It encouraged pawners to compare brands with a bold challenge – *Ikaw, sure ka bang pinamakataas ang natanggap mo sa sangla?*

Redefine reach

Villarica didn't aim to be omnipresent. It urged pawners to compare appraisals on TV, billboards, and radio, then reinforced its message online with proximity-based geo-targeting when customers actually needed to pawn.

Enforce transparency

Villarica introduced an operational innovation: Free appraisal. It demystified the appraisal process and enabled pawners to know how much Villarica could lend them without pressure. A Free Appraisal Form gave them a tangible walk-through of loan terms and options.

With the SURE campaign, Villarica revolutionized the pawning experience and empowered customers out of autopilot mode.

PERFORMANCE

Villarica went out of its way to look into what pawners needed, address it with concrete solutions, and communicate them efficiently. In the process, it developed Villarica further as an innovative brand that cared for the empowerment of its customers.

This earned it a Customer Satisfaction Score (CSAT) of 93% – the highest the industry had seen. This translated to a rise in Trust Ratings (5.1) and Net Promoter Scores (81%).

Villarica also profited from customers' refresh confidence in it. Within the first month of the campaign, it saw a 30.6% increase in foot traffic and a 44.8% increase in customers – figures sustained in the months after (25.6% average foot traffic increase, 31.6% average customer increase).

While others focused on expanding branch networks, Villarica addressed unmet customer needs. While others repeated clichéd claims, it innovated its marketing and operations.

Though Villarica may not be the biggest pawnshop, through the SURE campaign, it showed that it is a true industry leader.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

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<https://business.inquirer.net/429051/villarica-dominates-2023-marketing-excellence-awards-breaks-record-for-most-campaign-wins> (<https://business.inquirer.net/429051/villarica-dominates-2023-marketing-excellence-awards-breaks-record-for-most-campaign-wins>)

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<https://mb.com.ph/2023/10/28/villarica-breaks-record-for-most-campaign-wins-at-2023-marketing-excellence-awards> (<https://mb.com.ph/2023/10/28/villarica-breaks-record-for-most-campaign-wins-at-2023-marketing-excellence-awards>)

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<https://www.manilatimes.net/2023/11/24/public-square/villarica-dominates-2023-mea-breaks-record-for-campaign-wins/1921221> (<https://www.manilatimes.net/2023/11/24/public-square/villarica-dominates-2023-mea-breaks-record-for-campaign-wins/1921221>)

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