

Nomination: 18952

## Home Credit PH's Holiday Campaign 2023: Efficient Media Placements through Segmented Audiences, and Strategic Timeline and Platforms Selection

<p><b>Page: General Information</b></p>
<p><b>Name of Organization / Company</b> Home Credit Philippines</p>
<p><b>Logo</b> Download File (<a href="https://asiastevieawards.secure-platform.com/file/28213/eyJ0eXAI0iJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODIxMywiYWxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImNmcm90KXV4qGg-FEdKQHRiRY3HxUpY8jmwE?Home%20Credit%20Logo.jpg">https://asiastevieawards.secure-platform.com/file/28213/eyJ0eXAI0iJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODIxMywiYWxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImNmcm90KXV4qGg-FEdKQHRiRY3HxUpY8jmwE?Home%20Credit%20Logo.jpg</a>)</p>
<p><b>Web Site Address</b> <a href="https://www.homecredit.ph/">https://www.homecredit.ph/</a> (<a href="https://www.homecredit.ph/">https://www.homecredit.ph/</a>)</p>
<p><b>Page: Entry Information</b></p>
<p><b>Entry Title</b> Home Credit PH's Holiday Campaign 2023: Efficient Media Placements through Segmented Audiences, and Strategic Timeline and Platforms Selection</p>
<p><b>Category</b> E01 - E12 - Award for Innovation in Marketing &gt; E06. Award for Innovation in Paid Media Planning &amp; Management</p>
<p><b>Submission Format</b> An Essay of up to 625 Words</p>
<p><b>Essay</b></p> <p>SUMMARY: With target audience coming from different segments, Home Credit Philippines responded to the challenge of reaching and converting users by strategically using multiple channels and carefully plotting the timeline for its holiday campaign "Laban Para Sa Life Goals". The campaign ran from October 28 to December 31, 2023 on social media Facebook, Instagram, YouTube, TikTok, mall-targeted programmatic displays, Spotify, over out-of-home (OOH) and radio ads. Home Credit Philippines reached a milestone of receiving more than one (1) billion impressions, 2.3 million new users to partner retail website shoppingmall.ph, almost 35,000 Home Credit mobile app installs, and PhP1 Billion in signed loan contracts.</p> <p>GOAL: Home Credit Philippines launched a holiday marketing campaign "Laban Para Sa Life Goals" with its new ambassador Marian Rivera. The goals are to simultaneously launch the new ambassador and get positive brand awareness lift from the general and broader brand audiences, and to convert these audiences into actual mobile app users, web visitors and registered loaners.</p> <p>STRATEGY: There were three strategies employed to answer to the specific objectives:</p> <ol style="list-style-type: none"><li>1. AUDIENCE: Identify the different kind of audiences and find ways to effectively reach them.</li><li>2. PLATFORMS: Reach the identified audiences by using the best platforms and channels.</li><li>3. TIMELINE: Plot launch and amplification of assets to maximize traction with efficient spending.</li></ol> <p>(See Table A in the supporting documents below.)</p> <p>IMPLEMENTATION: Social media platforms Facebook, Instagram, YouTube and TikTok were used for specific targeting including broader audience who have high chances of getting approved of loans, and engagers of previous ads. Programmatic displays were deployed to help track mallgoers. Spotify and radio ads were activated side by side for additional audio branding. Meanwhile, OOH ads provided additional visual brand recall for the general audience.</p> <p>The first 2 weeks of the campaign were spent on reaching more than 94% of the audiences for bigger traction. Most spends were reserved to more awareness buys via reach and video views. Awareness spends were decreased in the succeeding weeks of the campaign to give more resources to acquisition campaigns and in retargeting previous ad engagers.</p> <p>RESULTS: A total of 855 million online impressions and 208 million impressions from all OOH placements were received from the Holiday campaign. From the more than 1 billion impressions, it was measured that Home Credit Philippines reached an MMR (Multi-media Reach) of 94% which represents 42.5 million of the 45 million brand-relevant audience that it is trying to reach. HC's brand-relevant audience is composed of everyone nationwide who are eligible for a loan based on age and financial status.</p> <p>The campaign also received 163.3 million video views for its new ambassador and the 0% interest promo offer. This led to 10 million link clicks, which sent 2.3 million new users to its newly launched partner retail website shoppingmall.ph, influenced 1.2 million organic on homecredit.ph and around 34,500 mobile app installs.</p> <p>The campaign also produced 53,892 digitally-influenced loan contracts, which has an estimated revenue value of PhP1.01 Billion. This made the cross-marketing strategy of Home Credit Philippines' "Laban Para Sa Life Goals" Holiday campaign successful.</p>

**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.

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

200 MB Max per File

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**URL 5**

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