

Nomination: 19509

TNT Petmaloop Challenge

Page: General Information

Name of Organization / Company

PLDT and Smart

Logo

No File Uploaded

Web Site Address

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Entry Title

TNT Petmaloop Challenge

Category

E01 - E12 - Award for Innovation in Marketing > E04. Award for Innovation in Content Marketing / Branded Editorial

Submission Format

An Essay of up to 625 Words

Essay

BACKGROUND

The Philippines' multi-billion peso mobile industry has always been fiercely competitive. In 2023 alone, the country, with a population of 116.5 million, saw a remarkable surge to 168.3 million cellular mobile connections, representing a significant 6% increase from the previous year. This kind of rapid growth prompts key players to continuously vie for customers and a bigger share of the market.

So to reinforce its status as the top data network and leading choice for mobile network services in the Philippines, PLDT and Smart introduced the TNT Petmaloop (a Filipino play on the words "amazing" and "loop") Challenge campaign in November 2023, a fresh initiative designed to demonstrate network superiority in a more compelling manner and deepen connection with Filipino consumers.

OBJECTIVES

In particular, the campaign aimed to fortify TNT's brand affinity and champion the business by:

1. Increasing consumer confidence in TNT's network;
2. Delivering a clear, memorable execution;
3. Delivering a campaign that customers will enjoy
4. Increasing market share; and
5. Increasing business revenue

TARGET AUDIENCE

To sharpen the campaign, TNT targeted the "Happiness Warriors"—the resilient Generation Z youth hailing from low-income backgrounds. Despite facing formidable challenges, they demonstrate resilience through their positive disposition, happiness, and resourcefulness to navigate difficulties.

As digital-savvy youth, they find happiness online by connecting with family on social media, streaming videos, selling via livestream, and playing mobile games with friends. But as young growing individuals, they also find happiness in trying new things and experiencing new places, further fueled by the long period it was prohibited during the pandemic.

STRATEGY & EXECUTION

The TNT Petmaloop Challenge campaign presented a captivating series of original live content with the help of 33 local Gen Z influencers, who embarked on an extraordinary expedition across the Philippines.

Over two weeks, they relayed 1 TNT-powered smartphone amongst themselves and livestreamed on the Petmaloop TikTok account from various locations (including their favorite food stalls, date spots, carnivals, etc.), covering a remarkable 3,437.7 kilometers in 4 local languages. This immersive experience provided viewers with binge-worthy content showcasing authentic insights into each influencer's hometown.

On the final day, TNT unveiled itself as the driving force behind the remarkable feat and culminated with a 26-hour continuous livestream from Bulacan to Manila, securing both TNT and the Philippines the Guinness World Record for the Longest Travel Livestream (Video). This milestone not only solidifies TNT's position as the unrivaled network leader in the Philippines but also unites Filipinos nationwide in joyous celebration of this extraordinary achievement.

Additionally, behind-the-scenes shots and interviews were compiled into a branded video disseminated across Petmaloop and TNT social media accounts, further amplifying the campaign's impact. To top it off, the feat was also immortalized on a billboard located at the Philippines' busiest street EDSA.

RESULTS

The TNT Petmaloop Challenge campaign showcased TNT's unwavering commitment to innovation, community involvement, and bringing joy through exceptional network connectivity. And it not only met but exceeded its goals, through the following:

1. Registered a 10% increase in subscribers citing strong signal for mobile data as a reason for using the brand
2. Delivered 53% in ad recall and 74% in comprehension, outperforming previous campaigns
3. Generated over 112 million views across different platforms and surpassing the global benchmark for live unique views/reach on TikTok by 24%
4. Grew market share by 0.23%, widening its lead over rivals
5. Boosted TNT's daily average revenue by 8%, the highest in the past two years

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)

200 MB Max per File

File 1

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