

Company: Magnet20, Istanbul, Turkey
Company Description: We create human experiences with products, services and platforms to transform brands and grow businesses. Our services; Marketing Solutions, Health Solutions, HR Solutions.
Nomination Category: Video Categories
Nomination Sub Category: Not-for-Profit
Nomination Title: The Institute of Internal Auditing Türkiye: Can It Work Without Any Audit? - Awareness of Auditing Campaign



- 1. Date this production was first released/publicly viewed:

December, 2024
- 2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 144 words used.

With a memorable and unexpected communication approach, we aimed to raise awareness of internal auditing in the business world, increase The Institute of Internal Auditing Türkiye (IIA Türkiye) brand recognition, boost our membership growth by **at least 10%**, and reach **1,500,000 people**.

To emphasize the importance of auditing in the areas of **sustainability, assurance, and efficiency**, we developed a curiosity-driven communication strategy built around a negative campaign narrative.

With our **“Can It Work Without Any Audit?”** campaign, we reached over **1,200,000 people** through offline and online communication in just 6 months, achieving 80% of our target audience. Our commercials were viewed **more than 850,000 times**.

Although we are still in the early stages of the campaign, our membership growth has already exceeded our target by **10 points**, marking a **20% increase** compared to the same period last year.

- 3. Provide the applicable creative and production credits for this entry:

In Turkish, the meaning of the word "any" is "hiç"; the meaning of the word "internal" is "iç". We made a word game out of two words that are intertwined. We created commercials around the phrase “HİÇ Denetim Olmadan Olur Mu” (Can It Work Without Any Audit?), which plays on words in Turkish and cleverly incorporates "İÇ Denetim" (Internal Audit) within it.

Our dark and negative-toned film begins in a universe with **NO AUDIT** (“HİÇ DENETİM”), and transforms into a positive universe of **“INTERNAL AUDIT”** (“İÇ DENETİM”) with the symbolic fall of the letter **“H.”** The turning point of the film illustrates how problems and setbacks disappear when internal audit is present.

We shot **two commercials** in a studio setting and also conducted a photo shoot. They premiered at IIA Türkiye's most important milestone of the year — the IIA Türkiye Congress. During the premiere, we placed QR codes on tables so participants could easily access and rewatch the films digitally. At this stage, we instantly reached nearly 2,500 internal auditors with our two films. We also used guerrilla marketing by distributing promotional items such as mugs, pins, and hand-held signs.

Later, we shared the first commercial with the general audience through our social media channels (LinkedIn, Instagram, X, Facebook, YouTube). At the same time, we appeared on billboards in various high-traffic locations across the city.

As we continued sharing the campaign posters and the sequel film on our social media channels, we also supported the campaign with digital marketing.

Attachments/Videos/Links:

[The Institute of Internal Auditing Türkiye: Can It Work Without Any Audit? - Awareness of Auditing Campaign](#)

[REDACTED FOR PUBLICATION]