

Company: DDB Group Philippines, Taguig City, Philippines

Company Description: DDB Group Philippines is a leading integrated marketing communications group in the Philippines composed of creative, digital, media, PR, content and data analytics agencies that provide expertise to a diverse roster of local and multinational clients. We are multi-awarded not only for our creative campaigns but also for people management. We are part of DDB Worldwide globally known as DDB.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications or PR Campaign of the Year - New Product or Service Launch

Nomination Title: BYD Go Electric Campaign in partnership with Optimax

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

March 1, 2024

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 249 words used.

As a developing country, the Philippines presents a unique set of challenges and opportunities for the electric vehicle or EV sector. While the global shift towards sustainability and clean energy has already sparked rapid growth in EV markets worldwide, the adoption of electric vehicles in the Philippines is still in its early stages. This is largely due to factors such as affordability, infrastructure, and consumer awareness.

As a result, there is relatively a small number of vehicle owners who are both willing and able to purchase EVs. The landscape is controlled by internal combustion engines with the industry being dominated by heritage brands such as Toyota and Nissan that have already planted deep cultural roots through its mainstream marketing.

The recent entry into the Philippine market of BYD, a global leader in EV production, marked a significant milestone for the local EV sector. While other EV brands, like Tesla, have dominated the premium EV market, BYD's entry offers affordable, practical, and eco-friendly options that cater to a wider range of consumers.

The BYD Go Electric campaign has for its target market the "Millennial Urbanites," specifically those aged between 30-40 years old, with a socioeconomic class of ABC1. They are eco-conscious, tech-savvy individuals living in urban areas with a keen interest in sustainability, advanced technology, and stylish yet practical products.

The challenge then was to generate significant awareness for the BYD brand among this target market and show they can be affordable, practical, and reliable choices for everyday Filipinos.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 250 words used.

To impactfully launch the brand in the Philippines and achieve 2K sales, Optimax was recruited as the global brand's integrated marketing communications or IMC agency in the Philippines by BYD passenger cars' exclusive distributor in the Philippines that operates under ACMobility. Part of the Ayala Group of companies, the latter also provides the infrastructure and other essentials for living the EV life.

Through digital media and amplified strategic media placements, Optimax provided an IMC solution aimed at creating awareness and eventually enticing the influential target audience of urban millennials to buy into BYD. By taking on a digital-forward communications plan, the agency helped maximize reach, consideration, and drive sales for BYD across its entire portfolio by focusing on its target market. Following the funnel thinking, awareness platforms such as Meta, YT, TikTok, programmatic buying, and In-App executions were deployed.

The agency supported this surgically precise targeting with strong research and strategic thinking, producing a localized creative and publicity campaign designed to inform and to excite, putting to rest misconceptions on the emerging industry while infiltrating everyday public consciousness.

Media launch events, press releases, TV and digital ads were strategically deployed to raise awareness. PR efforts such as media partnerships were aligned with digital media to create a unified message that resonated across multiple touchpoints. Traditional media was tapped to help build broad awareness while digital media helped drive targeted engagement and conversions. Social media presence was constant with brand and company updates, an aggressive always-on program, and reactive community management.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 250 words used.

The campaign did not only launch the brand, but also placed BYD at the forefront of the Philippines' Electric Vehicles industry.

The highly successful campaign registered almost 20 million reach across awareness platforms, generating over 100 million impressions. This resulted to 902K clicks driving the audience to site. Website analytics have noted about 600K site traffic from March-April 2024 alone.

More importantly, the campaign achieved a remarkable lead yield of more than 6K in just two months, with remarkable sales totaling 513 units from March to May 2024. These have enabled BYD to retarget these audiences by tagging them as they visit the website. These audiences served with lead generating ads successfully achieved 112.3% of target leads, ultimately converting them into purchasers.

Today, BYD Philippines is reporting sales of an average of 500 units per month, representing 80% of the local EV market. By the end of 2024, BYD ranked as the 11th best-selling brand in PH - having sold a total of 4,780 units in full-year 2024, 139 percent higher than the target sales in the said year.

In the Philippine new energy vehicle or NEV market, BYD has posted a commanding 82% market share, emerging as the country's leading brand. With a 69% market share in the BEV segment, BYD also led the country in battery-electric vehicles sold in 2024.

All these definitely launched BYD in the Philippines market in the most effective and impactful way possible, while hastening EV adoption and popularity in the country.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 92 words used.

Added as attachments to this entry are news articles on BYD's excellent sales performance that exceeded target by 139% on its first year of entry in the Philippines' fledgling electric vehicles market.

Campaign decks are also included to show how the agency harnessed a full integrated marketing communications campaign and amplified strategic media placements and partnerships to maximize reach, consideration and sales for BYD across the entire BYD PH portfolio nationwide, targeting 2,000 total sales in 2024.

Included also are articles on how BYD and its agency started their fruitful partnerships.

Attachments/Videos/Links:

[BYD Go Electric Campaign in partnership with Optimax](#)

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