

Nomination: 20522

Watsons Marketing Team

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Watsons Philippines
<b>Logo</b> Download File ( <a href="https://asiastevieawards.secure-platform.com/file/31950/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMk1MCwiYWxsY3dOb3RtaWduZWRVcmwiOiJGYWxzZSI6ImlnbEjZxQE?Full%20Watsons%20Logo.png">https://asiastevieawards.secure-platform.com/file/31950/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMk1MCwiYWxsY3dOb3RtaWduZWRVcmwiOiJGYWxzZSI6ImlnbEjZxQE?Full%20Watsons%20Logo.png</a> )
<b>Web Site Address</b> www.watsons.com.ph ( <a href="http://www.watsons.com.ph">http://www.watsons.com.ph</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> Watsons Marketing Team
<b>Category</b> E01 - E12 - Award for Innovation in Marketing > E11. Most Innovative Advertising or Marketing Team of the Year
<b>Submission Format</b> An Essay of up to 625 Words
<b>Essay</b> Setting New Standards for Health & Beauty Marketing Excellence <p>In the competitive health and beauty retail landscape, Watsons Philippines stands out through innovative marketing. With over 1100+ stores nationwide and a convenient online + offline shopping experience via the Watsons app, the brand aspires to be the Philippines’ most-loved health and beauty retailer. Watsons’ dynamic marketing team, driven by insightful strategies crafted from multiple perspectives, has consistently delivered remarkable results, benefiting the brand, its people, its customers, the environment, and the communities it serves.</p> <p>Watsons' key campaigns of the last 2 years have been particularly impactful. A fine example of branding expertise, the campaign, Find it at Watsons, effectively showcased the ease and convenience of finding reliable health and beauty products and services from their stores and online, reinforcing Watsons' market leadership. It achieved a 67 million digital reach across all platforms, 40 million video views with an 80% completion rate, a 5.4% brand recall, 340,000 new app downloads, 874,000 digital activations, and 227,000 hashtag uses.</p> <p>The Watsons Health Expo, the country’s largest 4-day wellness event, featured 52 brands, free health consultations, and fun activities. It hit 10 million in sales, solidifying Watsons as a health partner for Filipinos. Watsons took the lead in BeautyCon 2024, the country’s biggest beauty fair, bringing together top local and international brands, as well as renowned celebrities. The event became the talk of the town both on-ground and online, generating an impressive 14.5 million engagements and surpassing sales targets by 119%. This success further cemented Watsons' leadership in the beauty industry.</p> <p>Another example of an exceptional branded campaign, they launched Himtayan for Father's Day 2023 - cleverly targeting men who often waited outside Watsons stores as their partners or family members shopped. The idea was to give them a lounge area with a dedicated space for men’s essentials, with free coffee and Wi-Fi inside Watsons. The campaign generated a 14% sales increase compared to the previous year, Php 2.6 million in PR value, 1.3 million post engagements with a 42% engagement rate, 2,728,810 cumulative reach, 1,576,588 video views, 16,089 link clicks, and 4,876,424 impressions. Himtayan won a Gold MEA, a Bronze Panata, and a Silver Anvil award.</p> <p>The Vaxxed Office Hits campaign, on the other hand, demonstrated Watsons' cross-media marketing expertise. Leveraging video, OOH, PR, the campaign sparked a significant rise in vaccination bookings and sales. The campaign resulted in a 26% increase in vaccine administration by the end of 2023, reaching almost 80,000 vaccinations at select Watsons stores, showcasing Watsons’ commitment to public health. YouTube views exceeded the target KPI by 836%, META engagement by over 1100%, PR efforts resulted in nearly 17 million media reach, and outdoor ads reached over 4.6 million commuters. It won two Silver MEA awards, a Gold Anvil, and a Silver Panata.</p> <p>The annual Watsons Playlist concert first launched in 2023 exemplified Watsons’ expertise in branded entertainment. The Araneta Coliseum concert, attended by 10,000 Watsons Club members was headlined by PPop power group, SB19, Ben &amp; Ben, and Zack Tabudlo. The event strengthened customer relationships and relaunched the Watsons Club membership program, emphasizing experiential rewards. It won a Gold MEA and Gold Panata.</p> <p>These achievements highlight Watsons' marketing team’s innovative approach and deep customer understanding, demonstrating their ability to empower their organization through campaigns that increase brand awareness, sales growth, and enhance customer loyalty. Their initiatives continue to inspire colleagues to push for more forward-thinking work, while customers enjoy targeted promotions, convenient shopping, and memorable events that allow them to experience so much more with Watsons. The recognitions they earned for their campaigns underscore their dedication to innovation and community participation; setting higher standards for marketing among competitors.</p>

**For this category please provide**

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2022, **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

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**Do You Have Website URLs you would like to link to**

No

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