

Nomination: 21263

Korea020 XTEND Launching Campaign 'X-CLASS'

Page: General Information

Name of Organization / Company

Dong-A Pharmaceutical Co., Ltd.

Logo

No File Uploaded

Web Site Address

Page: Entry Information

Entry Title

Korea020 XTEND Launching Campaign 'X-CLASS'

Category

E01 - E12 - Award for Innovation in Marketing > E02. Award for Innovation in Brand Renovation / Re-Branding

Submission Format

An Essay of up to 625 Words

Essay

1. Objectives & Challenges

Officially imported by Dong-A Pharmaceutical, XTEND has successfully launched in Korea!

XTEND is a brand of 'BCAA (Branched Chain Amino Acid)' that sells over 1.8 billion grams annually worldwide. On July 24, 2023, Dong-A Pharmaceutical officially introduced XTEND to the domestic market. To ensure a successful launch marketing campaign, it was crucial to communicate the unique psychological benefits of Dong-A Pharmaceutical's XTEND, which would surpass the purchasing barriers faced by existing direct purchase consumers. This was particularly important as connecting purchases through overseas direct purchase companies could be challenging.

2. Strategy

Establishment of Community-led Growth Strategy

To achieve the mission, we classified the core customer base of BCAA based on data and established a Community-led growth strategy considering the Customer experience journey.

1. For the Core Target, XTEND direct purchase enthusiasts, male consumers aged 20-39, we established a target strategy to address Pain Points (low information satisfaction, unsatisfactory purchasing convenience) to enable them to switch their purchasing channel from overseas direct purchase companies to Dong-A Pharmaceutical.

2. For the Sub Target, a consumer group heavily influenced by opinion leaders, we established a target strategy to mimic the purchasing habits of the Core Target

3. Innovation & Execution

X-CLASS Campaign

Recognizing the preference of South Korean consumers to form their own communities and their tendency to exhibit distinct consumption habits, Dong-A Pharmaceutical aimed to nurture its unique community with these factors in mind. Specifically, by harnessing the power of influential ambassadors and utilizing various social media platforms, Dong-A Pharmaceutical sought to build brand loyalty among the X-CLASS, an exclusive group of consumers who prefer Dong-A Pharmaceutical's XTEND as the official importer. This strategy was designed to establish a solid foundation for the successful domestic launch and long-term growth.

Following the communication theme of 'X-CLASS,' consumers purchased XTEND imported by Dong-A Pharmaceutical and naturally engaged in four programs to ensure customer retention.

1. Launch Program: To generate anticipation for the launch, we collaborated with fitness ambassadors. Promotion support was provided through various online channels, including Naver Grand Launch Live Commerce, branded content collaborations with ambassadors on YouTube, and promotion commerce live events on Olive Young (Korea's leading drug store chain).

2. Information Dissemination Program: Utilizing key opinion leaders (KOLs) to spread purchasing support information and cultivate positive opinions. Collaborations were established with highly influential KOLs such as trainers, national team athletes, and over 100 others. Effective information dissemination was achieved by partnering with influential magazines on Naver, the preferred purchasing platform of our core target audience, to share reviews of the launch product.

3. Purchase Conversion Program: Enhancing the purchasing experience through efficient budget allocation and strategic advertising exposure. By analyzing the Life Cycle of our core target audience, we conducted A/B tests promptly and implemented a search keyword bidding strategy to optimize search rankings.

4. Experience Expansion Program: Broadening the customer experience through event sponsorship, sampling, and partnerships. We organized interactive events such as X-Challenge and X-Class within daily workout routines to promote XTEND. Additionally, we served as the main sponsor for highly engaging events like the globally renowned obstacle race competition, "Spartan Race Korea," favored by fitness enthusiasts, to increase XTEND's visibility.

4. Result

Initial supplies sold out, 200 million exposures... Overwhelming coverage and No. 1 in the brand's key indicators

As a result,

▶ 200 million online and offline impressions, which is 4 times the KPI immediately after the launch, achieved 1,000% ROAS,

▶ sold out of initial supplies

▶ ranked 1st in the purchase ranking of Naver as a key direct purchase channel

▶ 1st place in BCAA-related search terms

▶ 1st place in brand awareness

▶ 1st place in the amount of brand information, etc.

PR ONE Staff

• Director : Park So Yeon

• PM : Kim TaeYoung

• AE : Kim Sujin, Lee Seohyun, Jeong Sangmo

• Creative : Lim Ian

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2022, **OR** 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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File 2

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File 8

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File 9

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File 10

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Do You Have Website URLs you would like to link to

Yes

URL 1

[REDACTED]

URL 2**URL 3****URL 4****URL 5****URL 6****URL 7****URL 8****URL 9****URL 10**

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