

Best Online Campaign

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GOLD

Title 'Sunsilk Gang of Girls'

Brand Sunsilk

Client Hindustan

Unilever

Agency MindShare

Fulcrum

SILVER

Title 'Funrun Running Community'

Brand adidas running

Client adidas China

Agency OgilvyOne

Shanghai

SILVER

Title HP Toyrama

Brand HP x W9400

Client Hewlett-Packard

Asia Pacific

Agency Arc Singapore



GOLD

Seeking to enliven its brand positioning with young female consumers, Sunsilk established India's first online all-girls community, based on the insight that girls preferred to be talked *to*, rather than *at*, by brands. It tapped into India's nascent social networking phenomenon by launching its 'Gang of Girls' portal, offering users a blogging platform, games, a chill-out zone, a jobs database, hair-care tips, a makeover zone, and a 'parade ground' for girls to show off their talents with a chance to win prizes. Users could also upload their own video.

On top of traditional advertising, by taking over sections of India's leading websites in creative new ways, and by partnering with youth brands such as MTV and *Cosmopolitan*, Sunsilk attracted more than 500,000 users in the first six months. Since the site launched, its product sales have increased 9.2 per cent.

"It warrants a gold in a sense that it was able to reach out to a target and create an experience... and it also created a lot of sales," said Jacqueline Cheong, VP, marketing communications, DHL Asia Pacific.

"They've created a platform that really resonates with female Indian consumers, and they've done a land-grab that's worked out for them," added Daryl Arnold, group chief executive officer, Profero.

SILVER

Faced with inspiring a running culture in a country where the concept of jogging is almost nonexistent, OgilvyOne Shanghai established a social network for running fans.

At the site www.funrun.cn, runners could map out their favourite running routes throughout China and attach pictures, videos and comments to them. Other users could help rank the routes according to popularity.

Within its first month, the



site registered more than 600,000 visits, hundreds of running routes, and scores of user-created pictures and videos.

At the site, presented with cartoon-like artwork and upbeat music, runners could also find out about the brand's latest running shoes and check out a calendar of running events from around the country. They could also download MP3s to create their own running soundtrack.

SILVER

Having picked up a silver in the digital media category (incorporating at least three media) HP Toyrama also picked up a placing in the online marketing category.

Striking graphics and character design by cult animator Peter Fowler made this a hit with the skilled amateurs and professional designers it was aimed at. By the end of October, the site recorded 41,000 pageviews, of which 91 per cent were new visitors.