

## First of monthly Best of Global Digital Marketing awards for new season

European digital marketing research firm Best Marketing International monitors almost 300 digital award competitions worldwide. September saw the start of a new award season, in which it picked the best top three among regional winners.

Despite the tough competition from the APAC region, PHD UK won the top spot for its clever real-time marketing campaign #oreoeclipse. Panama's Tweeting Potholes came in second followed closely by New Zealand's Pedigree Found app.

### First Place: Oreo's #oreoeclipse by PHD (UK, M&M Global Awards 2015 winner)

Oreo is still in the process of winning over the hearts of biscuit-loving Brits. With the help of PHD UK, Oreo set out to reach its audience in a relevant way. Suspecting that British weather might ruin the biggest solar eclipse the UK had seen for 16 years, the agency created its own Oreo Eclipse. Real-time digital outdoor sites re-created the eclipse by mirroring the exact timings and trajectory of the eclipse happening in the sky. Print and social media supported Outdoor. In just one day, more than 20 million people saw the #oreoeclipse. The brand experienced a 59% rise in sales making March Oreo's biggest sales month in the UK.

### Second Place: Medcom's Tweeting Pothole by P4 Ogilvy Mather (Panama, CLIO Award 2015 winner)

Apparently, Panama's roads are in an awful condition and the local authorities are not really bothered. A local news agency Telemetro sees Twitter as an important source of information for its news show. It decided to give its audience a direct chance to voice their complaints to the people responsible for the poor roads. Telemetro placed special devices inside the potholes of the most damaged streets of the city. A complaint is tweeted to the Department of Public Works' twitter account every time a car runs over the device. The tweets were featured in Telemetro's news show, giving the initiative even more publicity. As a result, most critical cases were repaired within 24 hours and Telemetro established a firm connection to its audience.

## **Third Place: Pedigree's Pedigree Found by Colenso BBDO Auckland (New Zealand, Spikes Asia 2015 winner)**

All dog owners are faced with the threat of losing their pet. Pet food brand Pedigree wants to ease the lives of dogs and dog owners alike. Thus, it created a real-time geo-targeting based app, accompanied by mobile targeted ads, via the Google Display Network. With just a click of a button, the app instantly creates lost dog alert mobile ads geo-targeted to a pinpoint radius of 2.5 km and personalised with the dog's information. The app has already been downloaded by 10% of all Auckland dog owners and twice as many people have visited the mobile web site to check for lost dogs in their area - 91% of people who downloaded the app went on to register their dogs' details.

[Pedigree Found](#) from [Colenso BBDO](#) on [Vimeo](#).

## **September shortlist**

These campaigns also made it to our September shortlist:

- IdeaBank's Mobile ATM Machine (Poland)
- Coca-Cola's Drinkable Advertising by Ogilvy New York (USA)
- Women's Aid's Look at Me by WCRS (UK)
- Master Kong's ENDLESS LOVE SONG - THE REUNION OF NOODLES & SOUP by BBDO SHANGHAI (China)
- Melanoma Patients Australia's Melanoma Likes Me by GPY&R BRISBANE (Australia)
- Tigerair's Infrequent Flyers Club by MCCANN MELBOURNE (Australia)
  
- Canon's Shine by LEO BURNETT SYDNEY (Australia)

Our team of experts is Hando Sinisalu (CEO of Best Marketing International, Estonia), Maarja Laasu and Ann Kruuk (Co-

Authors of "BOGDM: The Storybook and Storybook 2").

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