

**DMA Awards**

**Winners Showcase**

**Part 2**

# / Welcome

Caroline Parkes, Chief Strategy Officer, RAPP and Chair of the DMA Awards Committee

# / Grand Prix Winner – Lighter Deliveries, The Creative Consultancy and Royal Mail

Emma Shaw, Head of Account Campaigns, Royal Mail

Dean Chillmaid, Senior Art Director, The Creative Consultancy

Teresa Sullivan, Founder, The Creative Consultancy



# LIGHTER DELIVERIES

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OPENING DOORS OUT OF THIN AIR



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# STRATEGY

Royal Mail is the UK's greenest delivery partner, due in part to mostly on-foot deliveries (by their 85,000 posties), who help them produce half the CO<sup>2</sup> per parcel of their competitors.

**They are the greenest delivery and returns company in the UK.**

But nobody really knew about it!

NESPRESSO®

UNI  
QLO

Disney

IKEA®

Levi's®

Dunelm

LEGO®

BURBERRY

allwyn

THE  
NORTH  
FACE®



Establish  
who is in  
the DMU



Work hand in  
glove with sales to  
warm up the  
audience



Make sure the  
communication  
isn't perceived as  
being wasteful



Create cut  
through with a  
time poor  
audience



Match Royal Mail  
and target brand  
ESG values for  
greatest impact



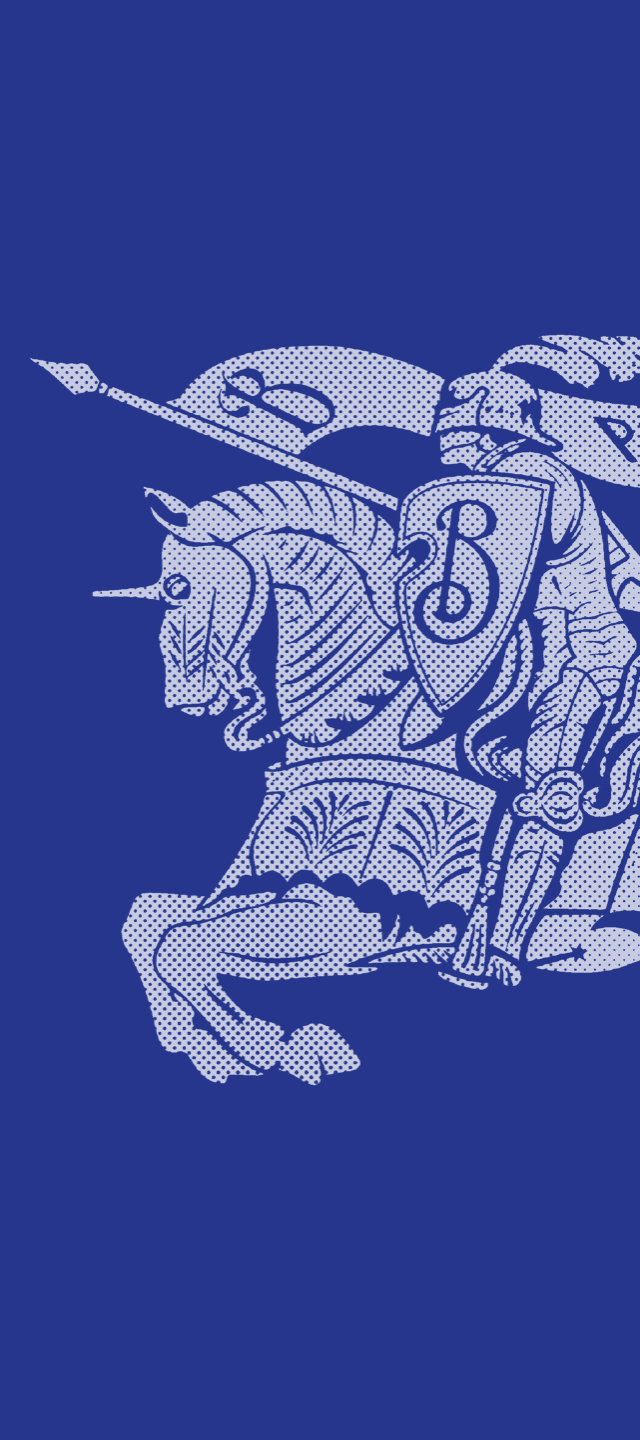
Here's how we created something physical... to  
market something that was in fact completely  
invisible. Air.



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**CREATIVE**

Our starting point was how to  
visualise the 50% CO2 saving.



The boxes were customised to the target brand and highly sustainable, from the inks to the materials.

Each box was delivered by our very own on foot dancing postie.





Reception often called the person down to receive the item personally.

# Imagine this box is full of CO2.

(Approx 410g worth)

**This is equivalent  
to every parcel  
Burberry sends\***

Open me to find out  
how you could halve it.

\*Royal Mail's average emissions per parcel is 205gCO<sub>2</sub>e, which is around half the 300-500gCO<sub>2</sub>e average of our UK competitors, based on reported CO<sub>2</sub>e per parcel.

BURBERRY x 



**WELCOME TO 50%  
LIGHTER DELIVERIES**

**This box contains half the CO2 of the big box  
(That's 205g, which is the average for every Royal Mail parcel)\***

Thanks to our 90,000 posties delivering on-foot, our emissions per parcel are around half those of other UK delivery carriers.

Why just offset supply chain emissions when you can remove them altogether? Embrace a lighter carbon footprint with the **UK's greenest delivery company.\*\***

\*Royal Mail Environment, Social and Governance Report 2021-22. \*\*Based on reported CO2e per parcel.





**Imagine this box is full of CO2.**  
(Approx 410g worth)

This is equivalent to every parcel Disney currently sends.\*

Open me to find out how you could halve it.

To: \_\_\_\_\_  
From: \_\_\_\_\_

**Disney** x **Royal Mail**

**Welcome to 50% LIGHTER deliveries**

This box contains half the CO2 of the big box (That's 205g, which is the average for every Royal Mail parcel!)

Thanks to our 90,000 posties delivering on foot, our emissions per parcel are around half those of other UK delivery carriers.

Why just offset supply chain emissions when you can remove them altogether? Embrace a lighter carbon footprint with the UK's greenest delivery company.\*\*

**Protecting the magic of nature together**

You're on a mission to change the course of our planet's story – protecting the globe for the little ones of today who'll become the climate champions of tomorrow. From sourcing sustainable materials to reducing waste, the final mile should be just as responsible.

We're the UK's greenest delivery partner. Two thirds of our parcels are delivered on foot, and our Parcel Collect returns are low emission too – because we were headed that way anyway!



**Creating moments that matter**

You are stewards for local communities and the planet. Disney Store and shopDisney donate thousands of products to UK communities every year, across 750 charities, enriching the lives of children and ensuring no waste product goes to waste.

We're safeguarding the future by investing £5.6 million\* in local communities and causes, including helping the Prince's Trust offer work experience to young people. We help our employees give back too, with a tax efficient payroll giving scheme to donate to charities.



**Royal Mail**

This box is fully recyclable. Turn inside out and rebuild.

**A world in balance**

Your industry is changing. Kids and parents care more than ever about products that list sustainable packaging† – reducing their carbon footprints. You're focusing on net zero, innovating low carbon fulfilment, reinventing your packaging and designing it for reuse, recycle or compost.

We're not just leaning into the strength of our postie power, we also have the largest electric van fleet in the UK. And we're trialling low-emission tech for heavier vehicles, overhauling our packaging to increase recycled content and reducing single-use items.

Our ultimate aim? To achieve net zero by 2040.



This box is 100% recyclable.

**Mail**

**To infinity and beyond**

You want to make a positive impact on the world our children will inherit. Your products and stories teach them from their earliest days, so you understand how critical it is to cut your CO2 impact and embrace circularity.

We're calling for our industry to be clear with customers about the CO2 impact of their parcels. (We've already done at Royal Mail), so consumers and businesses can make better, greener decisions.



**Royal Mail**

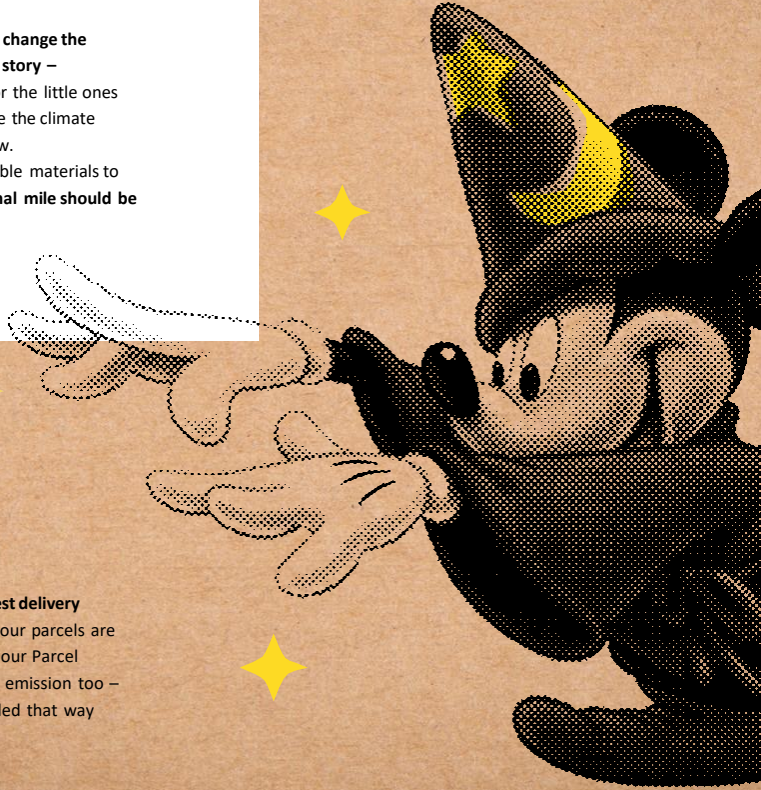
This box uses plant-based ink.

## Protecting the magic of nature together

You're on a mission to change the course of our planet's story – protecting the globe for the little ones of today who'll become the climate champions of tomorrow. From sourcing sustainable materials to reducing waste. **The final mile should be just as responsible.**




We're the UK's greenest delivery partner. Two thirds of our parcels are delivered on foot, and our Parcel Collect returns are low emission too – because we were headed that way anyway!

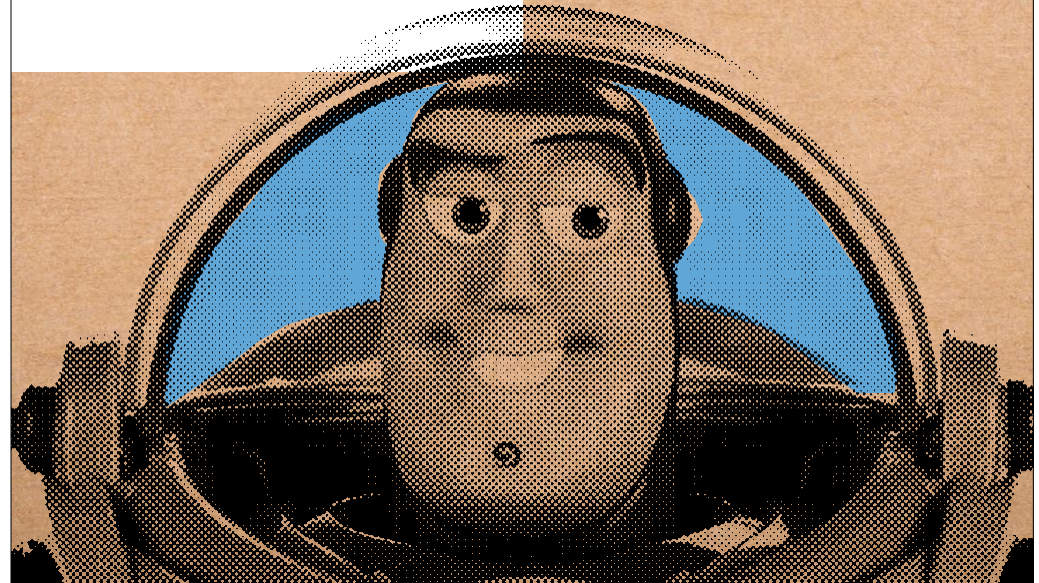


## To infinity and beyond

You want to make a positive impact on the world our children will inherit. Your products and stories touch lives from their earliest days, so you understand how critical it is to cut your CO2 impact and embrace circularity.

 This box uses plant based inks

Royal





Each box had a QR code linking to a dedicated landing page, so we knew who had scanned.





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# RESULTS





# RESULTS: PIPELINE SNAPSHOT

## NESPRESSO

As a direct result of the ABM, Royal Mail have a 3-month collection trial.

## UNIQLO

Pitched for Tracked Returns

## DISNEY

Invitation to tender next year

## IKEA

Invited to tender in Q2 2024

## LEVI'S

Relay contract going well, e-comm opportunity in Q2 2024

## DUNELM

Initial discussions led to Invitation to tender in 2024

## LEGO

In discussion

## BURBERRY

In discussion

## ALLWYN

In discussion with Royal Mail's sister company Parcelforce Worldwide

## VF CORP NORTH FACE

Expecting invitation to tender in 2024



“

“I think the whole team is impressed at the creativity and impact of the messaging! Certainly one of the more creative proposals I have ever received, and good messaging on the environmental side of things. It would be great to see some pricing as well (and if Royal Mail can be as creative with this!)”

”

*Decision maker at Disney*

“

“Firstly, I would like to thank you for taking the time to come down to our offices to deliver the parcel yourself, it is greatly appreciated. I was able to take the box up to our floor where the team were very impressed and appreciative of all the efforts you and your team had gone through! We definitely will be looking into how Burberry can hopefully use your services in the near future.”

”

*Decision maker at Burberry*

# RESULTS: SUSTAINABILITY

1

£32.7 million of new business  
= 10,936,000 parcels (based on  
the standard Royal Mail 48 rate  
@£2.99)

2

Each parcel sent with Royal  
Mail would create 205g of  
CO<sup>2</sup> vs 410g with another  
carrier

3

Total saving by the pipeline  
switching to Royal Mail would  
be 2,241,880kg of CO<sup>2</sup> – almost  
2.25m kilos!

4

Equivalent to a passenger  
taking a flight from London to  
New York and back around  
2270 times!





RECYCLE WITH NESPRESSO  
[WWW.NESPRESSO.COM/RECYCLING](http://WWW.NESPRESSO.COM/RECYCLING)

**WHY THIS IS **Grand Prix**  
WINNING WORK?**



# ONE IDEA. MAKING THE INTANGIBLE, TANGIBLE



**REACHED A PREVIOUSLY  
UNREACHABLE AUDIENCE**





# HELPED SHIFT PERCEPTIONS AT A TRICKY TIME



# INCREDIBLE RESULTS

# / Gold Winner Sport – F1 Unlocked: Bringing fans inside, Ogilvy and F1

Gemma Locke, Senior Fan Engagement Manager, F1

George Stride, Business Director, Ogilvy One

ROLEX



UNLOCKED

# BRINGING FANS INSIDE



Ogilvy One



# FORMULA 1 HAS EXPLODED IN POPULARITY SINCE 2018



**OOB SPORTS**

## Formula 1: Las Vegas to host grand prix from 2023 - third yearly race in United States

31 March 2022



Formula 1 say the track in Las Vegas will "sweep past some of the world's most legendary landmarks, hotels and casinos"

By Andrew Benson  
Chief F1 writer



ORIGINAL VOGUE

## Fast Fashion: Formula 1 Is The Sports World's Most Stylish Event

By SCATLETT COLECK



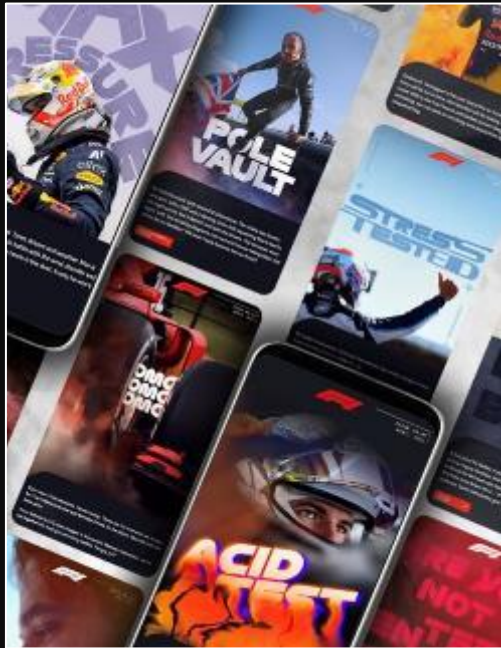
GO



HUNTER SCHAFER  
DANNY MCBRIDE  
TRENT REZNIKOR & ATTILIO ROSSI  
LAUREN HALSEY  
FRANCESCO RIBBO  
ASANE  
LMO  
F1 Legend, Fashion Disruptor, Filmmaker  
**LEWIS HAMILTON**



# SUPPORTED BY AN INVESTMENT IN DIRECT RELATIONSHIP BUILDING



'Season of Stories'  
Newsletters



'Fan Meet Driver'  
Zoom Calls



F1 Wake Up Call



Season Wrapped  
*Own a part of F1*

# THE IMPORTANCE OF A DIRECT RELATIONSHIP

## FOR FANS

**WE CAN PROVIDE  
BETTER EXPERIENCES  
AND PRODUCTS**

## FOR FORMULA 1

**KNOWN, OPTED-IN  
FANS ARE 70%  
MORE VALUABLE**

OgilvyOne



# WHO ARE OUR FANS?

40

OgilvyOne





# UNDERSTANDING OUR FANS

## MOTIVATIONS AND NEEDS



Fandom knowledge and depth



Usage & engagement



Personality & cognitive profiles



Lifestyles



Media consumption



Direct and indirect value to F1



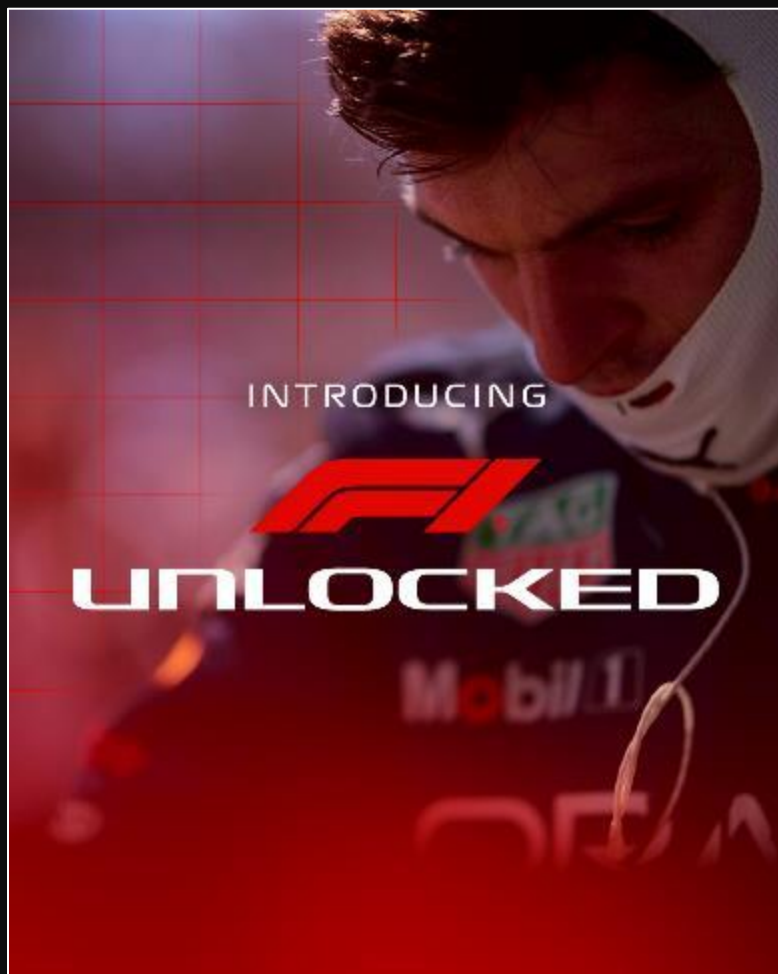
OUR BRIEF

# ACCELERATE DATABASE GROWTH

42

OgilvyOne





Ogilvy One

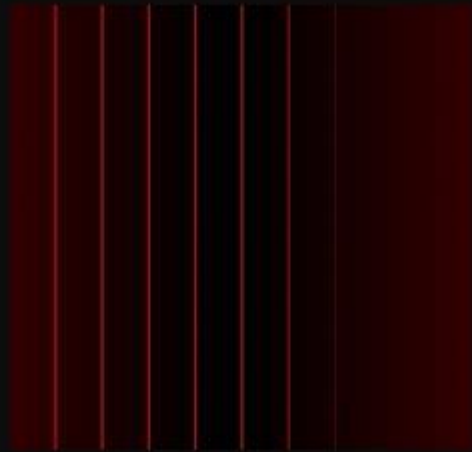




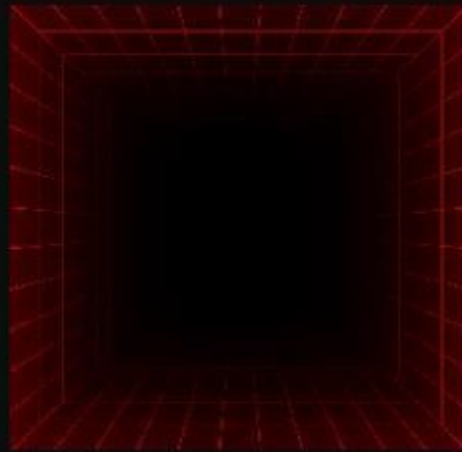
# DESIGN SYSTEM

## THE GRID

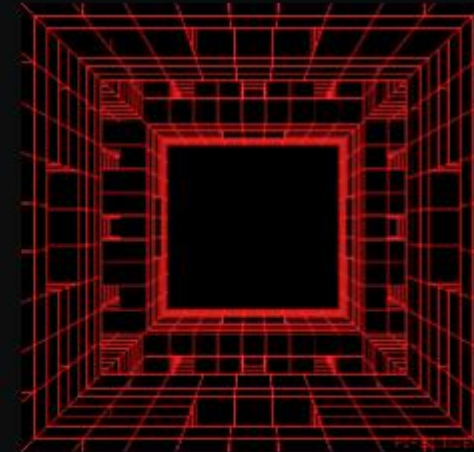
Our design system is created from a gridded mesh to evoke the feeling of being inside F1. The system is made up of 3 levels.



Level 1  
2D grid



Level 2  
3D grid



Level 3  
4D grid



LAUNCH FILM



KEY TO THE GRAND PRIX WINNER'S PACK



MONEY CAN'T BUY EXPERIENCES



LANDING PAGE



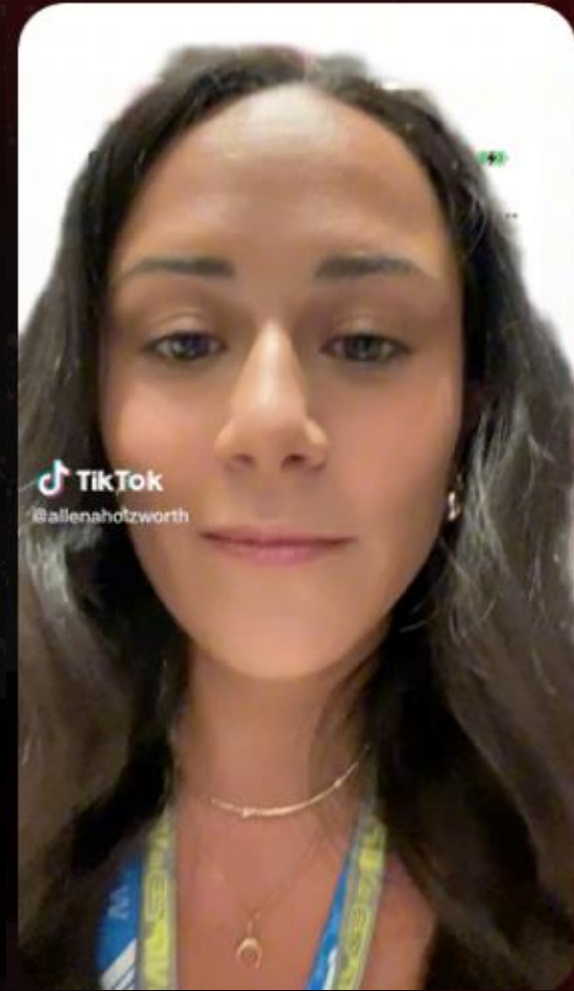
LIVE TIMING



SOCIAL



# PUTTING FANS FIRST...





# ... CAN TURN THEM INTO ADVOCATES

**Fifi** @fifilechien · Jan 26  
Replying to @F1 @LandoNorris and @McLarenF1  
That's the winning formula! Excited to see the continued success with McLaren! #F1Unlocked

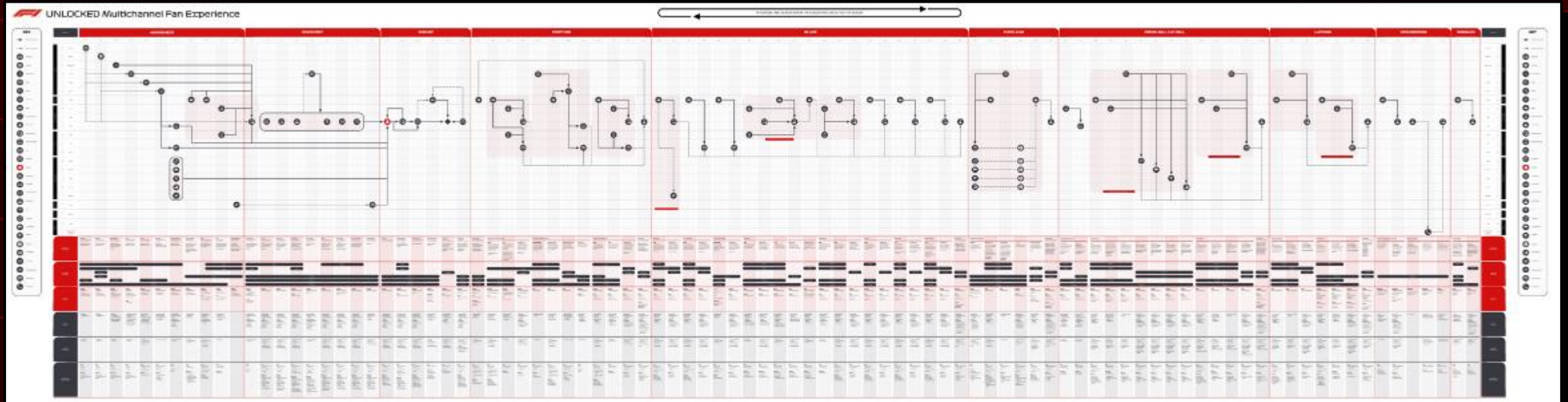
**Farhan Ahmed** @ReporterFarhan · Nov 1, 2023  
Replying to @F1  
Incredible drive by Lando Norris!  
Who are your top picks for Hinch's Heroes this season? Share your choices and let's discuss!  
#F1 #MexicoGP #F1Unlocked

**wesley van roy** @vrvwesley91 · Feb 25  
Ten months, 24 races, five double headers, three triple headers 🤔  
Find out how the drivers are keeping fit for their toughest endurance challenge yet 🙌👉  
#F1 #F1Unlocked

**MONARK** @Muiz\_ansari · Jan 26  
Replying to @F1  
Exciting opportunity! Count me in for the chance to win the ultimate weekend experience for two at the Bahrain season opener! 🚗🔥  
#F1Unlocked #F1

**Nam Ninh Vương** @namninhvuong · Dec 6, 2023  
Replying to @F1  
Absolutely! Let's challenge our minds and see if we can "unlock" the secrets in the world of F1! 🤖💡 #F1 #F1Unlocked

# MAPPING THE E2E FAN EXPERIENCE



MarTech Audit and Implementation

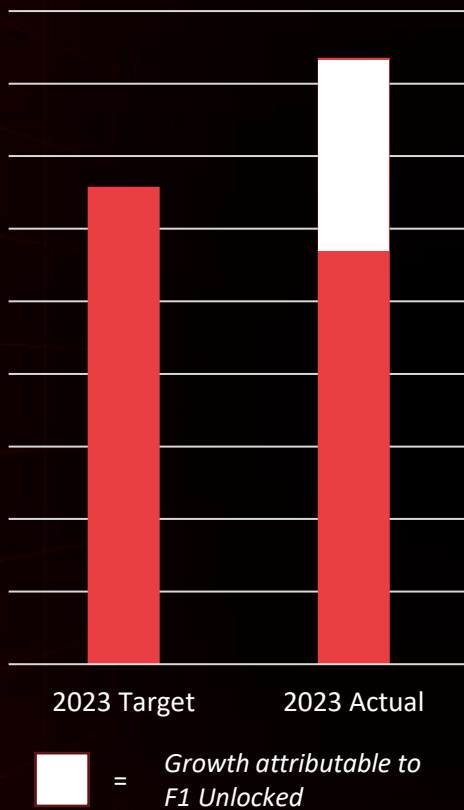
UX Audit and Requirements Mapping

Content Audit and Strategy

Ongoing research and Validation

# THE RESULTS

2023 Database Growth  
Target vs. Actual



Database growth 27%  
above target

33% increase  
in Opt-in rates

8/10 fan  
rating overall

9.2/10 fan  
rating amongst young,  
female fans

12% increase in  
email engagement

85% increase in  
returning engagement

# SIGN UP FOR FREE



Ogilvy One



# / Gold Winner Customer Journey and Digital Product – KFC Rewards Arcade, RAPP and KFC

Melanie Herekar, VP Data Analytics, RAPP

Tor Tompson, Business Director, RAPP

**KFC** | RAPP 

# KFC REWARDS ARCADE

DMA Gold Presentation




1st May, 2024



*"Service is the  
best thing in  
the world you  
can give your  
customers."*

Colonel Sanders



**• CATEGORY!  
! TRUTH!  
FAST-FOOD  
IS OBSESSED  
WITH SLOW  
POINTS-BASED!  
LOYALTY!**



# TRANSACTIONAL POINTS PROGRAMMES DOMINATE THE QSR CATEGORY





**SECRET** INGREDIENTS TO OUR **REWARDS** PROGRAMME

### 3 SECRET INGREDIENTS TO OUR REWARDS PROGRAMME

I WANT  
MORE  
CHICKEN  
NOW

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Present Bias =

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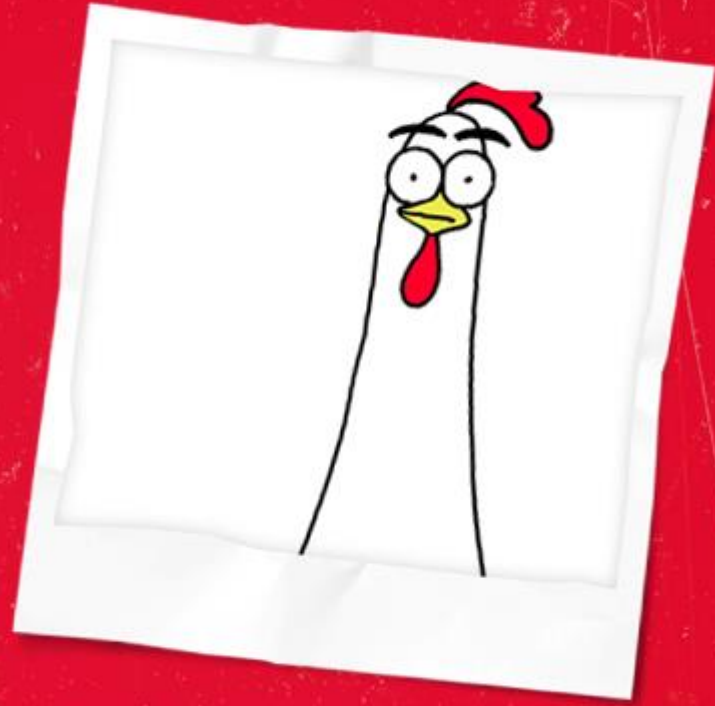
Instant  
Gratification



Dopamine  
Hits



### 3 SECRET INGREDIENTS TO OUR REWARDS PROGRAMME



I'M \_  
EXCITED,  
WHAT'S  
NEXT

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Intermittent  
Variable Rewards =

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Unpredictable  
experience



Consistent  
motivation

### 3 SECRET INGREDIENTS TO OUR REWARDS PROGRAMME

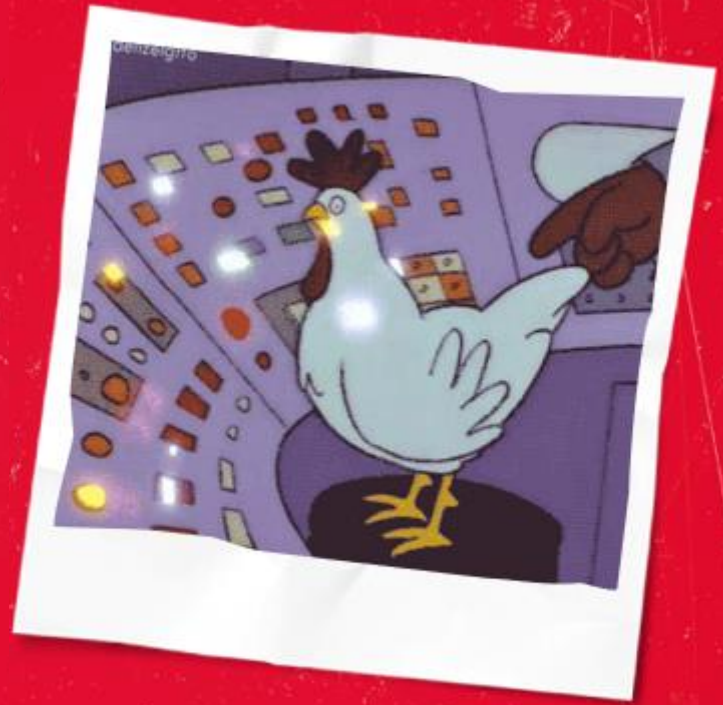
# I WANT TO PLAY

Gamification =

Engaged  
customers



Rewarding  
experience



**KFC REWARDS**  
**ARCADE**  
BUCKETLOADS OF INSTANT  
PRIZES TO BE WON

TEAL NEON LIGHT

RED NEON ARROW

**HAMMER  
TIME**



**CHICKEN  
ALGORITHM**



**12  
MENU  
ITEMS**



**THE  
CHANCE  
MECHANIC**



**DAILY  
COST  
-  
CAP**

SOLUS JOURNEY

**KFC**  
CURRENT APP  
USERS

**KFC**  
NON-APP  
CRM BASE

**KFC**  
NEW USERS

ALWAYS ON JOURNEY

TRANSITION

STAMP BOOST

Sub journey that informs the current app users that the programme is changing and their stamps will be boosted

LAUNCH AND WELCOME

Sub journey that lets users know the new programme is live, and educates on how to get the most out of it

LAUNCH

Journey to announce new rewards programme and invite to download app

WELCOME

Journey to welcome all new app users to the KFC App and to drive engagement while reinforcing value

APP ENGAGEMENT JOURNEYS

ALWAYS-ON JOURNEYS



Educate users and create habit



Minimise negative sentiment

Small nudges to re-engage



**APP**   
DOWNLOADS  
**INCREASED**  
**51%**  
WEEK  
— ON —  
WEEK 

**RESULTS**

**AN EPIC**  
**1.3**  
MILLION  
**REWARDS**  
**REDEEMED**  
IN FIRST 4 MONTHS

  
TRANSACTIONS  
UP  
BY **22%**

AT THE END OF Q3,  
KFC UK REPORTED  
THE HIGHEST APP  
ENGAGEMENT  
**EVER**  
FOR THE BRAND ACROSS EUROPE

**44%**  
INCREASE  
IN DAILY  
**APP**  
USERS 

# RESULTS

USERS ARE  
SPENDING  
**17.5%**  
MORE

ARCADE  
USERS ARE VISITING  
**KFC**  
AN AVERAGE  
TIMES IN  
**3** **12**  
MONTHS

WEEKLY  
TRANSACTIONS  
UP BY  
**394%**

OVER  
**5**  
MILLION  
REWARDS  
REDEEMED

PINBALLER



THAT'S HOW IT'S DONE AND  
IT'S FINGER LICKIN' GOOD



**THANK YOU**

**KFC | RAPP** 

# / Panel Discussion

Azlan Raj, Chief Marketing Officer, dentsu

George Stride, Business Director, Ogilvy One

Tor Tompson, Business Director, RAPP

Emma Shaw, Head of Account Campaigns, Royal Mail

# / Closing comments

Caroline Parkes, Chief Strategy Officer, RAPP and Chair of the DMA Awards Committee

# **/ Key Dates 2024**

Entries open – Monday 1 July

Early bird deadline – Friday 26 July

Entries close – Friday 13 September

Late entry deadline – Friday 20 September

Shortlist Party – Thursday 10 October

DMA Awards Night – Tuesday 3 December

# **/ Key Information**

Judges Applications are now open and close at the end of May



# / Get essential marketing skills taught by top-tier practitioners

Upskill at one of our **Digital Marketing Strategy** or **Data and Analytics for Marketers** Skills Bootcamps.

From data strategy to omnichannel campaigns, you will learn best practice from the experts.

- Course-specific practical tips and tricks, including takeaway templates for implementation.
- A range of subject matter expert guest speakers including guidance on regulation.
- Leadership and presentation training at EVERY Skills Bootcamp.

Less than 250 employees? **SAVE 90%** of the course cost as it's funded by the government. Over 250? Save 70%.



# / Feedback Link



# / Contact us



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