

## CASE STUDY

### VIETNAM IDOL & CLEAR

#### BACKGROUND & OBJECTIVES

Vietnam Idol is the Vietnamese edition of American Idol and Pop Idol. The talent contest is aired on major television stations in Vietnam. Ninety-one contestants are selected from over 6000 young singers. The audience can vote for their favourite performer and the winner is rewarded with a recording contract.

The main sponsor for Vietnam Idol's first edition is Clear, Unilever's shampoo brand in Vietnam. Unilever's sponsorship objectives were to gain exposure for Clear and create a positive association between the brand and the show. Unilever Vietnam is represented by Lowe, an international advertising agency.

#### CHALLENGE

Unilever wanted to participate in Vietnam Idol's audition tour, which is held in four major cities across Vietnam. Consequently, they needed a solution that could easily move with the tour and catch the audience's attention to immediately create the association between Clear and the TV show.

Furthermore, each region of Vietnam has its own culture and attitude. The solution would need to adapt to these differences and effectively introduce the program to gain people's participation.

#### SOLUTION

Lowe and Unilever mandated Coikia Advertising, Pixman's Corporation partner in Vietnam, for the promotional tour with Vietnam Idol. They used 10 PixMonitor systems equipped with video cameras and microphones.

Coikia Advertising supplied local brand ambassadors to wear the PixMonitor units across Vietnam. The promotional teams invited young citizens to show their singing talent on the Pixman systems. As in the official auditions for the TV show, the performers had to sing a cappella. The Pixman brand ambassadors also filmed them and the captured video was played live on the PixMonitor screens. When there was no singer's performance or during transportation, the video was switched to Vietnam Idol advertisements. Female brand ambassadors assisted the Pixman teams by collecting registrations for the auditions.



The promoters were clearly identified to the brand: Clear's white logo appeared on the front of their black dress shirt or jumper, a blue frame with Clear and Vietnam Idol logos surrounded the PixMonitor screens and a panel with more information was affixed behind the backpack.

## RESULTS

- Aimed to gain significant exposure and awareness of the Clear brand and the Vietnam Idol program
- Met and exceeded the target number of collected registration forms
- Created and left behind unforgettable impressions of high quality standard of technology, personnel, and program associated with the Clear brand and Vietnam Idol.
- Reached more than 388 000 consumers
- Adapted to local cultural differences
- Interacted with almost 60 000 performers, who showed their singing talent without hesitation and/or asked for more information
- Quickly attracted large cheering crowds

### HIGHLIGHTS

- Industry: TV Shows & Personal Care
- Effective & Entertaining Sponsorship Activation
- Positive Association between a Brand and a TV Show
- Reached more than 388 000 Consumers
- Attracted Large Crowds
- Adapted to Cultural Differences

