



# AWARD: BEST COLLABORATION: BRAND AND CREATOR

## WINNER: KEEP WATERING – POCARI SWEAT ION WATER

### (TRY ONCE – 7 DAYS CHALLENGE TO REGAIN PHYSICAL & MENTAL BALANCE)

#### BACKGROUND AND CONTEXT

The ion water, an offering in the Pocari Sweat portfolio is positioned as a low sugar, low calorie drink that offers one replenishment and relaxation from the daily pressures of urban life. White collar working group is one of the key target audiences for this campaign given their high pressure and often imbalanced lifestyles.

The key challenge that Pocari Sweat faces is overcoming its strong leading sports drink image in order for the target audience to be aware of ion water's unique proposition as a daily drink. Researchers spent 7 years developing the formula, lowering the sugar level yet reserving the electrolytes composition closest to human body fluid, optimally maintaining "ion" and "water" balance in daily consumption scenarios.



#### CAMPAIGN OBJECTIVES

The campaign was tasked with two key objectives.

- (1) To **raise awareness** that ion water is an everyday drink that brings a sense of physical and mental balance and relaxation.
- (2) To **deliver this proposition** through a **compelling and emotional story** that would not only get people's attention but also put them in a more receptive mindset to accept the brand's unique messaging.

#### CREATIVE STRATEGY

[\(LINK TO CASE STUDY VIDEO\)](#)

The core idea of 'Balance', is intrinsic to the ion water proposition of replenishment, balance and relaxation. With this in mind, they collaborated with up-and-rising YouTube content creator Mill MILK.

They went on to create a piece of content called 實測7天社畜改造計劃 (Field Experiment- 7 Days Workaholic Transformative Project) which showcased the protagonist Phoebe (member of the Mill MILK cast), a typical young professional grappling with the trials and tribulations of modern days living in a big city like Hong Kong. The story is a true rendition of how she, with the help of friends, experts and ion water, goes on to bring back 'balance' to her life.

ion water seamlessly embedded its brand message within this authentic and engaging reality video. The brand message was woven into the story and went beyond mere product placements.



“The choice to collaborate with up-and-coming YouTube Creator Mill MILK for content curation was clever and set it apart from traditional Pocari Sweat thematic videos. In general, collaborating with creators is a good audience segmentation tool for brands and saves time on research for the target audience,”

– Paul Yuen, Marketing Director at Mentholatum (Asia Pacific) Limited

## WHAT ROLE DID YOUTUBE PLAY?

YouTube played a pivotal role in this campaign for 3 key reasons –

(1) Mill MILK is an increasingly popular YouTube content creator that helped conceptualize and produce the content. Mill MILK and Phoebe were vital as they designed **custom made content** for YouTube in a style that appealed to the brand’s target audience.

(2) YouTube provided a **platform for this long form content to exist and thrive**. Long form content has very few places where it can be placed, enjoyed and shared. YouTube is the biggest video platform in HK and by extension of that the most relevant platform to be on.

(3) YouTube provided a channel to **build reach effectively with the primary target of white-collar professionals**. To ensure cost effectiveness, the brand needed to scale reach quickly but effectively.



## OVERALL EFFECTIVENESS

### AWARENESS

- 5.7M impressions
- 800K+ video views across PocariSweat and Mill MILK’s channel
- 50% VTR from Skippable YouTube Ad

## WHY DID THIS CAMPAIGN WIN?

In a time where many brands are experimenting with long form ads, ad sequencing and episodic content, ion water’s content based strategy involving the collaboration with content creator Mill MILK sets it apart.

Ion water was able to communicate its brand message through an **engaging** and **authentic** piece of content. Powerful and distinctive storytelling helps the brand to break the clutter and engage with their audiences.

Another interesting aspect of the ion water story was its unique Hong Kong flavour. The common challenge of young Hong Konger Phoebe is one that resonates with audiences. This universal truth of sorts helps drive relevance and acceptance.

Effectiveness was the third pillar of this campaign’s success. Keeping the budget low and **using in-stream ads** and **the creator’s YouTube Channel**, ion water maximised its awareness objective courtesy YouTube’s effective targeting and reach building capabilities.



**WINNING BRAND:** Otsuka Pharmaceutical (H.K.) Ltd.  
**CONTRIBUTING AGENCIES:** Fevaworks Solutions (Hong Kong) Limited, Mill MILK

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