

The David, Grand Prix

Basta | RC Cola

ADSPARK INC. PHILIPPINES | GIGIL

Background & Context

Prior to Basta campaign, RC Cola has been impacted by several macroeconomic challenges. For one, the current leader in the sodas category is so dominant that all brown-colored soft drinks are referred to as their brand name. RC has been banking on its price to stay competitive for years, but this advantage has been erased following the sugar tax in 2018 prompting RC to be at price parity with Coke and the category shrinking by 9.5%.

With no price advantage, and no positive associations in drinkers' minds, RC's sales plummeted by 7%. To turn it around, RC needed to establish an identity beyond just being "the cheap soda" and build connection with Filipinos.

They needed not just to stay afloat in the meantime, but also to future-proof their business in the long-run. They planned to attract 40% of the population – the young Gen Z who are unfiltered, random, and pointless. The ones brave enough to do something different or make a fool of themselves.

This Gen Z "whatever" culture or *Basta* mentality inspired for crazy creative content that shocked the Filipinos. They didn't want ads reminding them of the present reality of the pandemic. In fact, they sought for an escape.

Campaign Objectives

The primary goal was to boost brand awareness and consideration for RC to arrest eroding sales and secure the long-term business. While Coca-Cola keeps the millennials, RC aims for the future through the Gen Z drinkers. 'Basta' needed to be noticed by the young audience, make them talk about it, and eventually entice them to purchase RC Cola.

To be considered effective, RC Cola targeted at least 10% more on ROI (earned media) vs. cost allotted for media support. In terms of exposure, the campaign needed to have at least 30% increase in views from last year's

742,900 views from all social platforms and have VTR perform at least 10% above benchmarks.

What Role Did YouTube Play?

YouTube was key for the campaign success as Gen Z are digital natives who mainly surf on the platform for entertainment. For 'Basta', YouTube was the social platform of choice, getting the highest % spend out of all the campaign's chosen channels. YouTube's market is predisposed to watching long videos thus being fit for the long-form film. While its shareability across social media platforms drove the talk for the campaign, YouTube was where viewers truly understood what the ad meant.

Creative Strategy

'Basta' started off with a serious family story sprinkled with weird humor and the absurd, eventually making a turn to make "absolutely no sense". The strategy was *fit for the context* in a sense that the viewers longed for something different from the present reality. It was also *fit for the audience*, embodying the Gen Z's *basta* mentality and humor and *fit for the platform* as the younger audience spend quarantine on YouTube watching long videos on YouTube for fun, and sharing their thoughts on social media platforms, discussing what's trending, controversial, and thought provoking. 'Basta' was able to match the three.

Overall Effectiveness

'Basta' was able to achieve more than its goals for their budget.

- It was able to spark thousands of conversations online
- Organic news pick-ups amounted to USD 1.3 million, which is 121,048% higher than that of initial investment
- Did not just arrest the historical decline, but skyrocketed sales of RC Cola Mega to a 67% increase

In terms of exposure, it amassed:

- It had a total of 5.77 million views on YouTube with additional 1.22 million organic views after boosting was ended
- Inspired YouTubers to give commentary or upload their own versions of the film—some even had commentary gaining an additional 3.75 million from sources outside the official RC channel
- Basta campaign alone was able to get 840.91% more views than 2019's year-long campaign consisting of 23 digital videos
- View Through Rate was at 34.4% (27.4% above the targets set by the media agency), and an impressive 129.33% above industry benchmarks.

Why Did This Campaign Win?

'Basta' was a consensus winner for The David because of the impressive ROI it had achieved given its small budget. This win was rooted in the brand's scrappy approach and brilliant narrative. With its competitor having a stronghold in soda's category, consistent brand cues, and effective associations on Christmas Seasons, RC needed to break the mold of consumer advertising to compete. 'Basta' introduced RC to a wider audience intrigued of its message, attracted a key consumer segment, and built its image for the long-term.

'Basta' was also able to edge out winners from other categories to win the Grand Prix backed by its strong effectiveness to drive business results for a challenged brand and its unique and refreshing creative that truly stood out in the many Covid-19 focused ads in 2020. The use of YouTube went beyond the brand's investments as it also encouraged conversations and content creation within the platform for free. It was a breakthrough for a new wave of *odvertising* in the Philippines.

Lessons Learned

New Takes On Pinoy Humor

'Basta' provided a form of escape with its out-of-this-world story appealing to Gen Z, giving the audience something new to think about. This creative idea went beyond the usual approach to humor having common stories and punchlines. The escapist and senseless humor relieving consumers of their reality *even for a moment* proved to be effective in driving awareness and interest for the brand.