

Best Brand Channel

Lakas Tama Channel | Red Horse

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Background & Context

Red Horse, a strong alcohol beer, has been a staple brand in countless drinking sessions in the Philippines. The brand embarked on a journey to engage their supporters online by marrying memes and funny videos through a series of content posted on the YouTube channel of the brand. This approach was aimed to entertain its viewers and rekindle the naturally fun times experienced when drinking with friends or family. Moreover, it contributed positively to the image of the brand by staying true to its *astig* or cool personality while injecting laid back Filipino humor that is deemed entertaining for their target market.

With the migration of numerous Filipinos online and the rapid development of varying rich content on the Internet, the number 1 extra strong beer in the local alcohol beverage market in the Philippines had an opportunity to capitalize. YouTube was the perfect place to harp on that.

Campaign Objectives

The primary objective of the campaign was to generate views and convert them into the subscriber base of Red Horse Lakas Tama YouTube channel. The campaign aimed to hit double the 26k subscribers base from October 2019. In 2020, given it was a year most people utilized even more digital platforms, the campaign targeted to match the incremental growth experienced in 2019 or an additional 25k or 50% incremental subscribers, which equated to a goal of 75k total subscribers.

What Role Did YouTube Play?

YouTube was the perfect platform to execute their vision, since the platform's channel structure allowed the brand to create and house single-themed content within one space that viewers can follow. Additionally, with all of the brand's videos being long format in nature, YouTube was the place to be. With the use of TrueView In-stream skippable ads, it was expected to propel awareness and engagement to the new content of the channel.

Moreover, the endorsers/talents invited to partake were also YouTube content creators themselves and rock bands; they were strategically part of the first few seconds of the ad to hook and capture viewer's attention and interest.

As a result, the campaign was able to hit double their goals for View-Through rate and paid views constituted 75% of all the new videos' total views.

Creative Strategy

Inspired by the Filipinos' innate love for local TV shows, Red Horse Beer integrated the idea of creating content similar to variety shows and news segment-type content with their established brand personality that was humorous and cheeky.

The Red Horse Lakas Tama channel, with a name inspired by the alcoholic beverage brand's consistently communicated strong kick, will eventually house seven (7) different video concepts based on the insights from Nielsen. For the time being, the channel has three videos made available for public viewing already—RH Pa-troll, Gaano Kalakas ang Tama Mo, and Rock 'N Collab.

Overall Effectiveness

The campaign was able to successfully hit a little beyond its primary objective of just 50k subscribers to 54k subscribers by the end of the year after the campaign was launched.

In terms of views, the campaign was able to garner:

- A total of 3.4M views where 25% of it accounts for organic views
- Organic views despite only having four (4) out of eight (8) new videos were boosted through TrueView In-stream ads
- An average of 44% view-through rate (VTR) for boosted videos which is more than double of the target VTR of 20% based on the initial projection

Why Did This Campaign Win?

Red Horse, as a brand, was ahead of the pack ever since and had been utilizing YouTube as platform showcasing well-branded content to their audience. The pandemic and lockdown became a clear opportunity for them to maximize the momentum they had already built from their Red Horse Lakas Tama Channel and they didn't stop there. The trust and momentum they had built on the platform prior to the sudden uptick in viewers on top of executing an effective campaign on the right platform at the right time made Red Horse Lakas Tama campaign the conqueror of Best Brand Channel category, and the grand jurors all agree in unison.

Lessons Learned

Established brand personality, when used effectively, is a strong brand asset

Red Horse remained true to their brand personality in their Lakas Tama campaign which helped further credibility of the brand in the long-term because of consistent and clear communication. Moreover, they married their brand personality with creativity in the execution of the campaign making it not only credible, but also highly enjoyable and engaging to the viewers.

Appropriate well-branded humor helps cut through the clutter in times of crisis

Red Horse showcased very well the human connection that consumers had with the brand in their Lakas Tama campaign. It triggered nostalgia in a light-hearted and humorous manner that is centered around the brand.