

CATEGORY WINNER

The Changemaker

WINNER

RE/CASETiFY

ADVERTISER

CASETiFY

AGENCY PARTNERS

/

CREATIVE VIDEO

[Link](#)



BACKGROUND & CONTEXT

The Re/CASETiFY campaign was designed to educate consumers about CASETiFY's closed loop recycling systems, highlighting the circular economy process of collecting and giving new life to old phone cases through Re/CASETiFY.

Apart from raising brand awareness of the initiative, it also wanted to eliminate the negative perceptions that sustainable products are usually low-quality products by reinforcing the point that CASETiFY offers best-in-class products renowned for their quality while having a minimal impact on the environment.

Lastly, CASETiFY wanted to uplift creative communities by collaborating with artists and influencers. By involving these communities, they wanted to inspire creativity, promote eco-friendly practices, and encourage a broader audience to embrace sustainability.

CAMPAIGN OBJECTIVES

- (1) Increase the brand awareness of "Re/CASETiFY" programme
- (2) Expand to new customers in the Green Living Enthusiasts segment
- (3) Drive engagement and ultimately sales uplift on RE/CASETiFY products

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

The core idea of the campaign, "Waste to Works of Art," was to showcase the transformative journey of a Re/CASETiFY case from discard to captivating upcycled art with the aim to challenge perceptions of value and beauty.

The campaign was rolled out in three phases –

Phase 1: Process - focused on the innovative Re/CASETiFY process.

Phase 2: Product - Re/CASETiFY highlighted products such as the Bounce Case, Impact Case, and Watchbands and their superiority in terms of durability, longevity, and sustainability.

Phase 3: Perspective - leveraged art as a vehicle for inspiration and social change

To bring this idea to life, CASETiFY collaborated with three talented mixed-media global artists. Each artist was tasked with creating an art piece using Re/CASETiFY material. This process was documented and converted into 12 videos that showcased the artists' work and the story behind each art piece and which was then launched on YouTube.

To reach a wider audience, CASETiFY leveraged YouTube and worked with creators who embody CASETiFY's artistic point of view and gave them a challenge. They posted their creative artwork on their YouTube channels, amplifying the message and engaging their dedicated fan bases.

WHAT ROLE DID YOUTUBE PLAY?

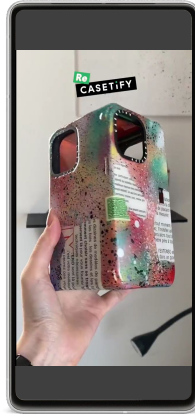
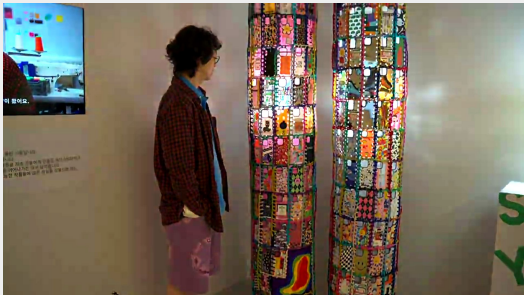
YouTube played an integral part of this campaign's success on 4 fronts:

REACHING THE RIGHT AUDIENCE: Helped CASETiFY reach the targeted GenZ audience

EFFICIENT REACH & DIVERSITY IN AD FORMATS: Strategically employed both long-format and short-format videos, optimising YouTube's diverse ads inventory to reach audiences efficiently.

Multiple ad formats allowed for more interesting and diverse story-telling across the 3 phases. CASETiFY leveraged Video Reach Campaign 2.0 with Shorts inventory to help drive stronger engagement at a lower cost, resulting in exceptionally efficient CPV (Cost per view), 96% cheaper than their benchmark.

ACCESS TO CONTENT CREATORS: Working with YouTube content creators tied in with the intent to work with the creative community and also helped expand reach.



OVERALL EFFECTIVENESS

AWARENESS

CASETiFY recycled **430,000** cases and kept **40,000**kg of plastic from going to a landfill.

The campaign reached **57M** people with **2.8M** engagements.

It helped drive search for the brand **+76%** and new users to the campaign page **+267%**

The campaign also worked well from a cost efficiency angle with CPM being significantly lower (**80%** lower) than their other top-of-funnel campaigns and CPV being **96%** lower than their internal benchmarks.

WHY DID THIS CAMPAIGN WIN?

CASETiFY was able to balance its sustainability initiatives with tangible impacts to its business in terms of educating consumers and driving awareness. It spoke to a cause in an authentic manner and cleverly meshed its product story with the wider sustainability narrative.

More importantly, there was a clear linkage between campaign success and the effective use of YouTube –

- by playing a key role in bringing the idea to life with the collaboration with content creators and influencers
- by providing a platform to get the message out there and reach the right audiences efficiently
- by providing a variety of ad formats that lets brands tell their story in compelling and different ways

JUDGES QUOTE

"CasetiFY was able to promote a sustainable cause while safeguarding the bottom line, which is to raise awareness for their recycling program and expand their customer base. The campaign message is very clear for the viewers."

– Simone Tam, CEO, dentsu Hong Kong