



AWARD: BEST BRAND CAMPAIGN

WINNER: CAFÉ DE CORAL – A TASTE OF TOGETHERNESS

BACKGROUND AND CONTEXT

Established in Hong Kong over 5 decades ago, Café De Coral is a household name but was facing the challenge of an aging customer base. Over the years the brand faced the challenge of attracting younger customers especially those between 18-29 year olds. To add to this, the pandemic had created an unfavourable business environment with lockdowns, restrictions on F&B, and a negative consumer sentiment.

Set in this adverse context, Café De Coral set out on a mission to **revitalize its brand image** with the intent to reconnect with the younger audience, elevate brand awareness and boost sales.



CREATIVE STRATEGY

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

According to the World Happiness Index, HK had dropped 4 spots and was placed at #81 in the global Happiness rankings. In light of this, Café De Coral (CdC) wanted to play a bigger role and stoke memories of happiness and togetherness.

The Taste of Togetherness campaign was based on the consumer insight that *"Our happiest and most memorable moments are rarely alone."* This insight was married with the understanding that food is functional, but eating is emotional. CdC developed 3 uniquely Hong Kong stories around family love, romance and friendships.

These stories, while grounded in the difficult realities of the pandemic and migration from HK, offered hope and reminded the audience of fonder times.

CAMPAIGN OBJECTIVES

The main objective of the campaign was to recapture the market in trying times as well as to **raise awareness of Café de Coral's brand** (especially among the youngsters) and **rekindle Hong Kong people's love for this fast food chain**.

It was about setting the brand apart from the other quick service restaurants in Hong Kong by playing up its meaningful Cantonese heritage as Café de Coral (大家樂) in Chinese literally means "happy together".



“The creative captured the emotion and sentiment of Hong Kong in post-covid situation and the product was seamlessly woven into the storyline. YouTube was supportive as a mass platform for the campaign to drive awareness and connect with the younger generation.”

– Tom Kao, CEO, Publicis Group HK

WHAT ROLE DID YOUTUBE PLAY?

Over half of the campaign budget was allocated to target new customers and given that the majority of them belonged to the younger cohort, YouTube emerged as the one of the main platforms to reach the target audience.

The campaign used a combination of YouTube solutions including YouTube Shorts, TrueView In-Stream Ads, Bumper Ads, YouTube Masthead and Video Action Campaigns to achieve various marketing objectives:

- (1) **Masthead** was utilized to drive mass reach and create brand awareness around the campaign.
- (2) **In-Stream Ads** was used to disseminate the 3 thematic stories to different target audiences.
- (3) **YouTube Shorts** and **Video Action Campaign** were used to drive engagement and website traffic.
- (4) Retargeting on YouTube allowed the brand to build further connections and push multiple video content in an efficient manner

WHY DID THIS CAMPAIGN WIN?

This campaign won the Best Brand Campaign award for a variety of reasons including:

The hallmark of this campaign was its powerful, emotionally driven stories that had a distinct HK sentiment. At a time when the city was reeling from the aftereffects of the pandemic, CdC provoked memories of togetherness and happiness which gave Hong Kong people hope.

The second reason for the strong performance was the diversity of content formats to achieve different marketing objectives. While the 3 long-form stories formed the cornerstone of the campaign to raise awareness, CdC also deployed Shorts and Bumper ads to drive stronger consideration and action. Different ad formats play distinct roles and successful campaigns recognise the need for a diversified content strategy for different objectives and audiences.

The third reason was the clear demarcation of investment across potential and current consumers and media choices to best reach these audiences. From YouTube, TVC, to music productions, the combined efforts of all parties resulted in one unified Café de Coral's brand voice across all channels and translated into an exceptionally high 50% viewing rate. Among all, YouTube helped the brand segment, target and gained ground with the younger audience.



OVERALL EFFECTIVENESS

AWARENESS

- **14M+** impressions with a view rate of **50%** (benchmark 30-40%).

CONSIDERATION

- Uplift in purchase intent by **22%**
- More than **4** times growth in the younger 18-29 segment as compared to pre-campaign

CONVERSION

- Double digit sales growth during the campaign period



WINNING BRAND: Café de Coral

CONTRIBUTING AGENCIES: Carat Media Services Hong Kong,
dentsu mcgarrybowen Hong Kong

YouTube Works
AWARDS HONG KONG