

E-1241-427

The Mermaid

Product	Category Entered
Gyno-Canesbalance	Multi-Market: Health & Wellness

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form template** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY.

This year's eligibility period runs from 1 January 2023 - 31 March 2024. Your effort must have run at some point during the eligibility period in Europe. Results must be isolated to Europe and no results may be included after the end of the eligibility period. Review full eligibility information at the **Effie Europe website**.

***Sustained Success Entries: Data presented must be isolated to Europe & entries in this category must include work and results that date back to at least 2021, also including the current competition year.** Cases submitted in the Sustained Success category must have a common objective in both strategy and creative executions; with a continuation of core executional elements that demonstrate effectiveness over time. Answer all questions for the initial year and describe how/why change occurred over time, including the current competition year.

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/23-31/03/24. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- **ENTRY KIT**
- **EFFECTIVE ENTRY GUIDE**

ENTRY DETAILS

Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From	2023-07-01
Date To	2023-11-19

Efforts that are ongoing should leave the end date blank in the Entry Portal.

Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

Multinational

Countries Effort Ran In

Please select all the countries your effort ran in.

France

Portugal

Spain

Countries Presented in This Case

Please select only the countries presented in this case.

France

Portugal

Industry Sector

Classify your brand/product by one of the available industry sectors, or choose Other.

Health & Wellness

Industry/Category Situation

Select one.

Flat

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

(Maximum per line: 20 words)

Gyno-Canesbalance addressed the **widespread taboo surrounding bacterial vaginosis**, which made it difficult for women to manage the condition independently.

The Insight:

(Maximum per line: 20 words)

A fishy smell is not a hygiene problem to be embarrassed about; it is a symptom of bacterial vaginosis.

The Strategic Idea/Build:

(Maximum per line: 20 words)

Facilitate BV identification by focusing on fishy odour and destigmatise the conversation about vaginal health with **unapologetic humour**.

Bringing the Strategy & Idea to Life:

(Maximum per line: One sentence - 20 words)

A 21st century mermaid who addressed the **"Not all of us are made to smell fishy down there"** with naturalness.

The Results:

(Maximum per line: 20 words)

Women identified bacterial vaginosis symptoms and confidently bought Gyno-Canesbalance, leading to its **best sales month ever**.

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarise your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 100 words)

The women's intimate health market is often surrounded by taboos and euphemisms that hinder open discussions about vaginal health. Canesten, a leader in gynecological health, addressed this with Gyno-Canesbalance, an OTC product that treats Bacterial Vaginosis, a condition that remains largely unknown.

By using a mermaid, a strong female icon, Canesten encouraged women to take charge of their health more openly and independently. **This campaign generated the most interest of all Bayer campaigns, leading to the best-selling months on record.**

This case demonstrates how commercial communication can go beyond promotion, improving lives through education and breaking down health-related taboos.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

(Maximum: 275 words; 3 charts/visuals)

Women's intimate health market is shaped by taboos and euphemisms, as seen in the term 'intimate health' itself. Despite medical advances, openly discussing women's gynaecological needs **remains controversial in the 21st century**, with brands often reinforcing this taboo and contributing to almost **58% of women feeling embarrassed or unaware of the importance in discussing their intimate health**.¹

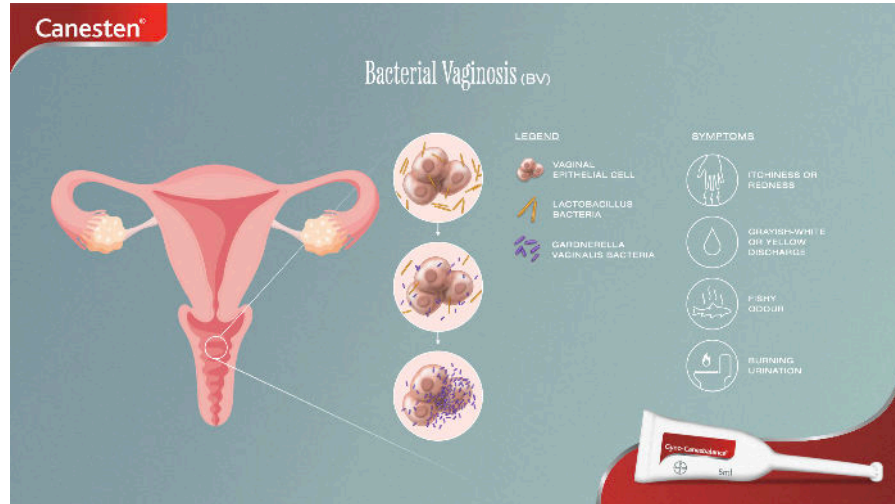
Canesten, a global leader in gynaecological health, goes the opposite direction and aims to **liberate women from discomfort and embarrassment regarding vaginal issues**, both physically and emotionally, often working towards breaking the intrinsic taboo around this topic.

Candidiasis is the most common infection and the core category for the brand, with Canesten's OTC (Over The Counter, medicines that doesn't require a

prescription) product leading the market². However, the brand seeks to expand into adjacent categories like Bacterial Vaginosis (BV), where its position is less dominant and has more growth potential.

WHAT IS BACTERIAL VAGINOSIS?

Bacterial Vaginosis occurs when the balance of bacteria in the vagina is disrupted, decreasing Lactobacillus bacteria, which normally protect against infections. This allows harmful bacteria to proliferate. Key symptoms include a greyish, watery discharge, an unpleasant fishy odour, and vaginal discomfort. Traditionally, Bacterial Vaginosis has been treated with prescription antibiotics, but rising concerns about antibiotics have increased demand for OTC alternatives when infection levels permit.



THE PROBLEM TO SOLVE.

While candidiasis has 97% awareness, Bacterial Vaginosis awareness is only 30%³. Thus, the primary problem to solve was low awareness and widespread confusion about BV symptoms. Many women mistook BV for a hygiene issue and felt embarrassed, making it difficult to seek help from pharmacists and doctors.

THE CHALLENGE.

It was crucial for sufferers of Bacterial Vaginosis to recognise the infection, its symptoms and seek treatment directly. Although consulting a gynaecologist is an option that shouldn't be discouraged, it's important not to rely solely on them since they might prescribe a prescription-only product that, for some cases, are far aggressive, whereas our product is available over the counter and provides a much lighter but effective treatment. Relying on pharmacists was also challenging due to the taboos and embarrassment surrounding the topic.



In 2023, Canesten aimed to support its BV treatment product, Gyno-Canesbalance, across Europe, as a pilot.

OUR CHALLENGE WAS TO CREATE A POWERFUL CAMPAIGN WITH ONLY €50K THAT WOULD BOTH MAKE GYNO-CANESBALANCE STAND-OUT WHILE ALSO STRENGTHING OUR UNIQUE POSITION IN A CATEGORY OUR BRAND WASN'T LEADING.

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPI) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually. We have allowed for one key business objective (required) and up to 3 Customer (marketing) and Activity (comms) objectives (1 required, 3 maximum for both types). If you had fewer customer and marketing objectives, that is fine, please leave the fields blank. For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? View guidance here.

Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives. For each objective, you may include up to three charts/graphs.

Reference 1

Objective - Overview & KPI

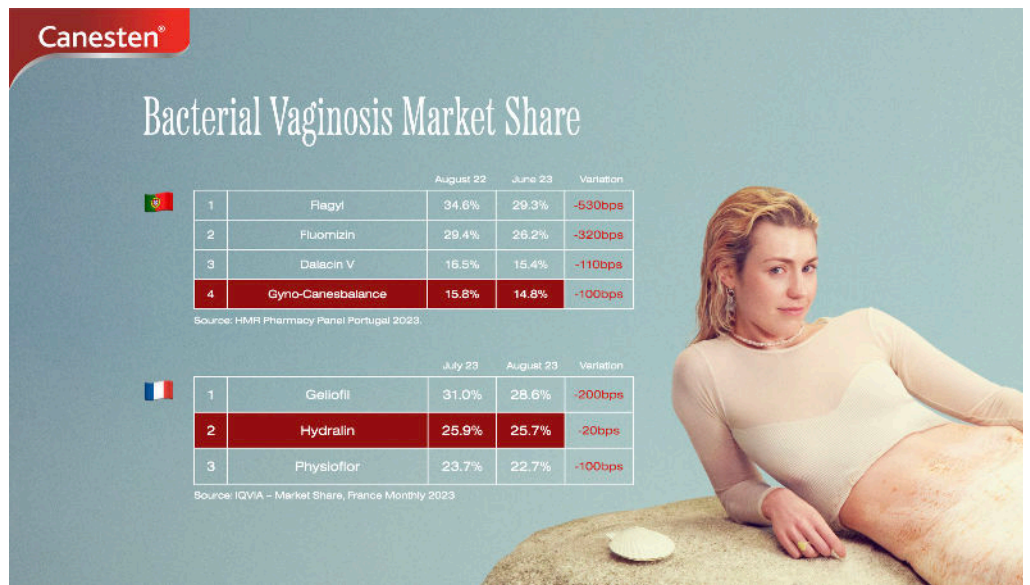
State your objective here. (Max: 30 words)

TO INCREASE GYNO-CANESBALANCE'S MARKET SHARE BY +100bps WITHIN THE BACTERIAL VAGINOSIS CATEGORY.

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

While Canesten leads in the candidiasis market, Gyno-Canesbalance was #4 in the Portuguese market with a huge gap from leaders in bacterial vaginosis². Before the campaign, we lost -100bps Market Share in Portugal⁴ (June'23), while in France we managed to decline less than other players, losing -20bps⁵ (August'23). We needed to stop the decline and put Canesten back on growth track by increasing +100bps Market Share (the same we lost in Portugal) in both markets.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Each country has different research partners to track monthly sales and Market Share, in Portugal is through a Health Market Research panel and in France, through an IQVIA panel.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Marketing Objectives

1

Objective - Overview & KPI

State your objective here.

TO GROW +600bps GYNO-CANESBALANCE VALUE SALES.

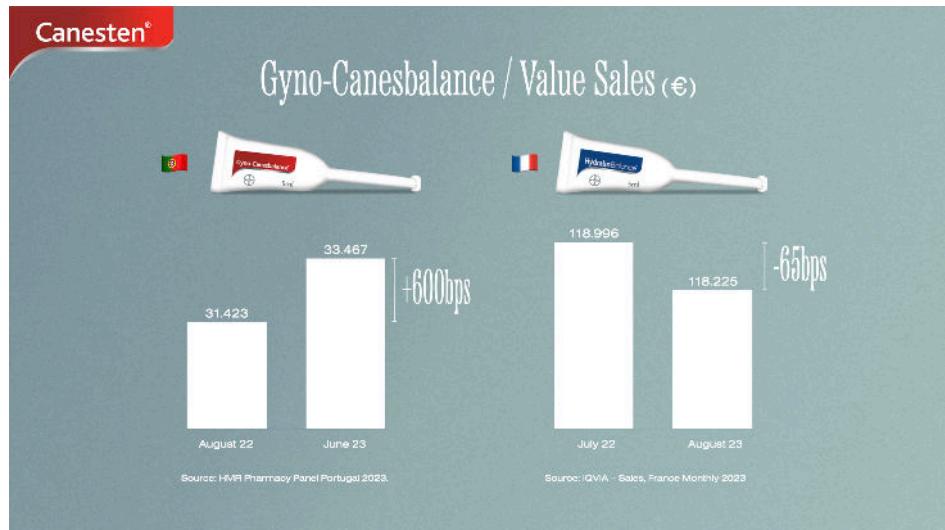
(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Before the campaign started in Portugal, Gyno-Canesbalance managed to increase +600bps compared to last year (Aug'22 vs. June'23)⁴. While in France we had the opposite performance, where we lost -65bps in France a month before the campaign⁵.

Our goal was to drive an +600bps sales increase in both countries, keeping the growth rate in Portugal, while recovering the lost sales and growing beyond that in France.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

With the same Market Share reports, we can also track monthly sales (euros and units). In Portugal is with a Health Market Research panel and France with an IQVIA panel.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Conversion

Activity Objectives

1

Objective - Overview & KPI

State your objective here.

TO GENERATE AWARENESS ON HOW TO IDENTIFY BACTERIAL VAGINOSIS WITHIN OUR TARGET, SURPASSING BAYER'S BENCHMARK OF 45% VTR.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Canesten’s purpose is to **liberate women from discomfort and embarrassment regarding vaginal issues**. Since only 30% of women can correctly identify it, our campaign needed to generate more than just product awareness; it needed to help these women gain awareness on how to identify BV themselves.

To ensure our success, we aimed to overcome Bayer’s VTR benchmark, which in 2022 was 45%⁶.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

VTR is the number of completed views of a skippable ad over the number of initial impressions, demonstrating the size of our impacted audience that engaged with our whole message.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

¹ Lady Garden Foundation, UK Gynecological Cancer research, 2020

² Intimate Health Category, Bayer Report, 2023

³ Bayer BV Proprietary Consumer Research, 2022

⁴ HMR Pharmacy Panel Portugal 2023

⁵ IQVIA – Market Share, France Monthly 2023

⁶ Bayer YouTube Brand Lift Report, 2022

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a

FACING BACTERIAL VAGINOSIS, WOMEN ARE CAUGHT IN THE CROSSFIRE OF MISINFORMATION AND EMBARRASSEMENT.

As previously mentioned, awareness of bacterial vaginosis is low, with only 30% of women recognising it compared to the more familiar candidiasis¹. This gap

new audience, or both. What perceptions or behaviors are you trying to affect or change?

Commerce & Shopper Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

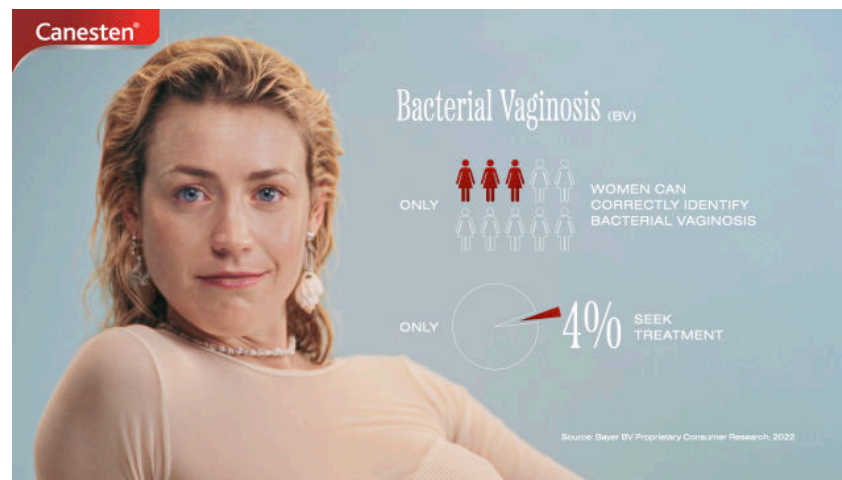
(Maximum: 300 words; 3 charts/visuals)

exists partly because candidiasis symptoms, such as itching and burning, are easier to identify.

For this reason, there is significant confusion surrounding Bacterial Vaginosis. **Of the women who experience it, only 4% seek treatment¹**, mainly because they are unaware they have it¹. Additionally, bacterial vaginosis symptoms are often misunderstood and attributed to hygiene issues. Many women attempt to solve the problem with increased hygiene, delaying proper treatment. **Only when symptoms worsen do 77% of affected women seek medical help¹**. Besides physical discomfort, bacterial vaginosis causes emotional distress, leaving women feeling embarrassed, ashamed, 'dirty,' and worried that others might notice the odour and abnormal discharge.

"[I feel] uncomfortable, not happy, um, I can, I'm always smelling something and always trying to control that and it's on my mind constantly when I have it, all you think about"².

This discomfort prevents them from openly discussing their condition with their immediate circle or even with their doctors: **45% of women never talk to anyone about their vaginal health³**. This highlights the need for better awareness and education about this condition.



Our analysis determined that the ideal target for the campaign should be women aged 18-49 who suffer or have suffered from bacterial vaginosis but do not recognise the symptoms or do not consider them significant until they become uncomfortable enough to seek treatment.

We decided to focus the communication target on women in their 30s who experienced a drop in self-esteem due to this condition and felt insecure about discussing it openly.

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300 words; 3 charts/visuals)

Our first decision was simple but key to the future development of the campaign.

ONE SYMPTOM IS BETTER THAN THREE.

There are several symptoms of bacterial vaginosis, of which three are the most common: a greyish watery discharge, a characteristic unpleasant odour resembling a fishy smell, and vaginal discomfort. Of these, we needed, first, to understand which would better educate women around BV while generating the most engagement and impact for our campaign.

AND THE MOST IMPACTFUL ONE WAS ALSO THE BEST WAY TO IDENTIFY BV: THE FISHY ODOUR.

Deeping into what that fishy odour could imply for women; we realized that this symptom generates the most embarrassment feeling. It's an odour so extremely uncomfortable that the awkwardness, humiliation, and guilt lead women to blame poor hygiene. Their immediate response is to wash. And again. And again. No matter how much they wash, the odour won't go away. As frustration sets in, combined with the embarrassment and guilt, they struggle even more.

A POWERFUL FINDING THAT LED TO A NEW POINT OF VIEW AROUND THE TOPIC:

A FISHY SMELL IS A WARNING, NOT A MISTAKE.



Thanks to lack of knowledge, cultural stigmas and sexism, these women don't realize that a fishy smell is not a hygiene problem to be embarrassed about, but a natural warning that the vaginal flora is unbalanced.

This unawareness presented a strong opportunity for Canesten to address the condition in a way that was aligned with the brand's purpose: **destigmatizing the condition and spreading the knowledge.**

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 200 words)

With a controversial but much necessary message, we needed to find the perfect tone to engage women and not push them further away from the topic. We also had to be careful to not follow the category and sound soft, which would reinforce even more the taboo behind it.

SO, WE DECIDED TO BE REAL: DIRECT AND UNCOMPLICATED.

At the end, more important than what we were going to say was how we were going to say it. Because of the shame and guilt surrounding bacterial vaginosis, any educational campaign that dealt with the issue in a rational way would be embarrassing and run the risk of being ignored by the audience. Similarly, a disruptive tone that sought only to make noise would divert attention from the main objective of educating about the condition. We understood that the role of the campaign had to be liberating for the audience, starting from an already empowered position, which speaks about vagina-related issues **in a knowledgeable and uncomplicated way.** The benefit of the campaign would therefore lie not only in the promise of the product, but also in the communication itself, destigmatizing the fishy smell and reassuring people suffering from bacterial vaginosis.

Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

¹ Bayer BV Proprietary Consumer Research, 2022

² Bilardi JE, Walker S, Temple-Smith M, McNair R, Mooney-Somers J, Bellhouse C, Fairley CK, Chen MY, Bradshaw C. The burden of bacterial vaginosis: women's experience of the physical, emotional, sexual and social impact of living with recurrent bacterial vaginosis. *PLoS One*. 2013 Sep 11;8(9):e74378. doi: 10.1371/journal.pone.0074378. PMID: 24040236; PMCID: PMC3770676.

³ The Eve Appeal, Gynaecological Cancer Research Charity, 2014

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

(Maximum: 100 words; 3 charts/visuals)

THE PERFECT ICON: A MERMAID.



It might sound obvious, but imagine a fantastical creature that's half fish, half human—juggling human challenges like confidence issues and fishy problems like unpleasant odours. In choosing a symbol to convey this message, we sought a powerful and inspiring female figure, and the mermaid emerged as the perfect icon. A mermaid embodies freedom from discomfort and embarrassment; who better to understand the struggle with fishy smells than a mermaid herself? Her naturalness represents the liberation from the shame associated with intimate health issues, making the conversation around bacterial vaginosis approachable and less stigmatized.



NICE TO MEET YOU ALEXA.

Introducing Alexa, a mermaid of the 21st century, who wants to talk to the audience about bacterial vaginosis and its main symptom, the smell of fish. An influencer who has all the legitimacy to talk about it, as her tail smells like fish. And a lot of it.

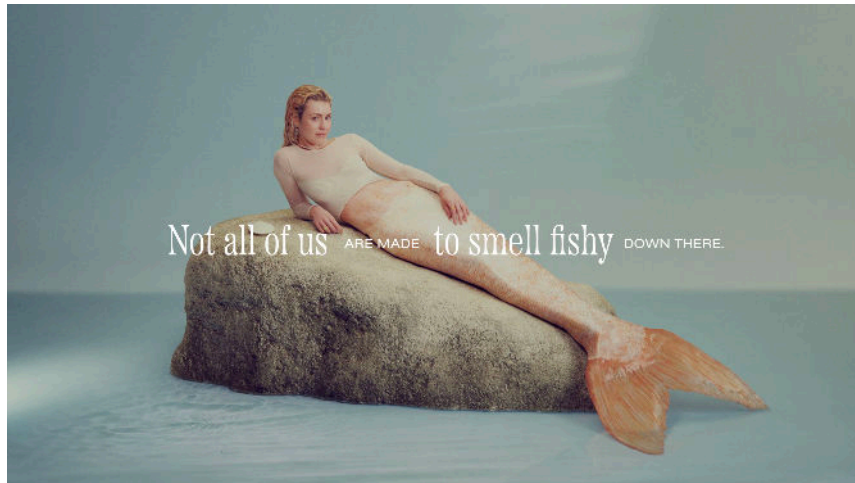
Alexa treats the issue like a close friend, with naturalness, humour and a self-confidence that helps to relativize the problem and break taboos related to vaginal care. It was not an easy task, as there was a lot of relevant information, we needed women to hear. But thanks to Alexa, everyone paid attention. We wanted to make clear the main message "If you are suffering from an embarrassing and uncomfortable fishy smell, you may be suffering from bacterial vaginosis", liberating women of the discomfort and shamed they may feel in an empathetic and educational way and offering them an easy solution.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

(Maximum: 100 words, 3 charts/visuals)

THE CLAIM: "WE ARE NOT ALL MADE TO SMELL FISHY DOWN THERE."

Alexa comes to tell us that 'We are not all made to smell fishy down there,' helping women link the symptom to the infection, remove the guilt for those who suffer from it, and solve the problem easily with Gyno-Canesbalance.



OPEN THE CONVERSATION THROUGH DIRECT AND RELATABLE LANGUAGE.

Alexa's language, cultural references, and direct tone play a crucial role in reinforcing the campaign's message. By using everyday language and relatable cultural touchpoints, the communication becomes accessible and engaging for a broad audience. The direct tone breaks through the stigma and embarrassment often associated with discussing intimate health issues, particularly bacterial vaginosis and its symptoms. This approach fosters an open dialogue, encouraging women to recognize the fishy odour as a legitimate symptom that warrants attention rather than something to be ashamed of or hidden.

The result is a brand narrative that normalizes the conversation around vaginal health, empowering women to address their concerns openly and confidently. This strategy not only educates but also shifts societal perceptions, making it clear that intimate health issues should be treated transparently and without shame.

A TESTIMONIAL THAT CONFRONTS THE TABOO AND SHOWS EMPATHY.

Despite using a mythological character, we chose a 'realistic,' humanized, and contemporary version that brought authenticity to the message, speaking from knowledge and personal experience. This approach made it easier to connect with those affected and empathize with them.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400 words; 3 charts/visuals)



THE EXECUTION: LAUNCHING THE PILOT CAMPAIGN IN PORTUGAL AND ITS EXPANSION INTO FRANCE.

The symbol, the testimony and the tone of the piece needed to be very impactful to facilitate us the challenge we faced: a 50k € media investment, which for a Bayer' campaign is very reduced. To reach as many people as possible, we needed to design a media plan that would amplify its impact. So, we came up that the campaign had a very simple implementation: an activation from July to August 2023 in Portugal distributed in two online videos (of 20' and 52') and prints in specialized magazines.

The media budget for Portugal was allocated with an emphasis on ensuring that the 20-second OLV received a larger share of the total budget to reach the awareness level we pursued it.

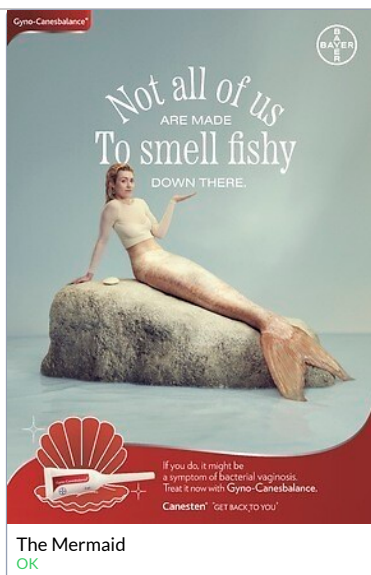
However, the results for Portugal were so impressive that other markets wanted to join to the campaign. In this case, the French market. France launched the campaign exclusively in a digital space with the same two online videos between September and November. The total media investment was 250K€. Despite having a higher investment than Portugal, as France has a population 7 times larger than Portugal, the investment is proportionally similar.

Similar to Portugal, the media budget was distributed in the same characteristics.

Key Visual

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.



Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

N/A

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. HOW DO YOU KNOW IT WORKED? EXPLAIN, WITH CATEGORY CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND'S BUSINESS. RESULTS MUST RELATE BACK TO YOUR SPECIFIC AUDIENCE, OBJECTIVES, AND KPIS.

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

- Provide a clear time frame for all data shown - either within your response or via the sources box.

- All results must be isolated to Europe.
- Work must have run during the eligibility window, 1 January 2023 – 31 March 2024. Results after March 2024 that are directly related to work that ran in the eligibility window can be included. All results must correspond to a data source.

Results Overview

(Maximum: 350 words, 5 charts/visuals)

ONLY A BOLD CAMPAIGN LIKE THE MERMAID COULD ACHIEVE SUCH RECORD-BREAKING RESULTS.

THE CAMPAIGN NOT ONLY STOPPED GYNO-CANESBALANCE MARKET SHARE DECLINE, BUT ALSO ACHIEVED THE HIGHEST RESULTS IN YEARS.

In Portugal, Market Share increase +430bps¹, making the brand go from #4 to #3 in the category for the first time ever. While in France, our Market Share increased +330bps, achieving the best result of 2023².

MORE THAN THAT, THE CAMPAIGN ALSO ACHIEVED RECORD SALES IN BOTH COUNTRIES.

In Portugal, we delivered a +39.1% sales increase Y.o.Y, achieving the **best-selling month the brand ever saw** in this market¹. In France, we delivered an impressive +52.1% sales increase Y.o.Y and the **best sales result in the past 3 years**.²

THE CAMPAIGN ALSO ATTACKED THE LACK OF INFORMATION AROUND THE BACTERIAL VAGINOSIS BY SUCCESSFULLY GENERATING AWARENESS ON HOW TO IDENTIFY IT.

In Portugal, we impacted over 5.6 million women, of which 71.2% watched our whole ad. In France, over 73% watched the campaign until the end³ – proving the power of the creative idea and how assertive our message was.

BUT, MORE IMPORTANT THAN ANY OF THOSE NUMBERS, CANESTEN SUCCESSFULLY REINFORCED ITS PURPOSE, EMPOWERING WOMEN TO LIBERATE THEMSELVES FROM EMBARRASSMENT REGARDING VAGINAL ISSUES WHILE ALSO HELPING THEM GAIN BACK CONTROL OF THEIR OWN HEALTH.

Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

TO INCREASE GYNO-CANESBALANCE'S MARKET SHARE BY +100bps WITHIN THE BACTERIAL VAGINOSIS CATEGORY.

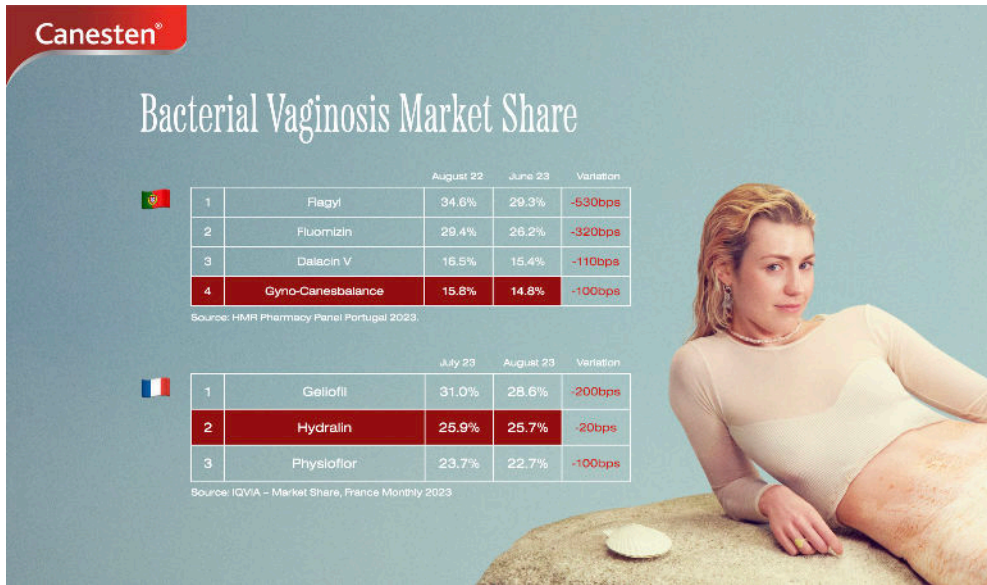
Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

While Canesten leads in the candidiasis market, Gyno-Canesbalance was #4 in the Portuguese market with a huge gap from leaders in bacterial vaginosis².

Before the campaign, we lost -100bps Market Share in Portugal⁴ (June'23), while in France we managed to decline less than other players, losing -20bps⁵ (August'23).

We needed to stop the decline and put Canesten back on growth track by increasing +100bps Market Share (the same we lost in Portugal) in both markets.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Each country has different research partners to track monthly sales and Market Share, in Portugal is through a Health Market Research panel and in France, through an IQVIA panel.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Revenue (growth/maintenance/easing decline/value share)

List Result

(Maximum: 30 Words)

WE STOPPED THE MARKET SHARE DECLINE AND GREW BEYOND OUR INITIAL GOAL IN BOTH COUNTRIES.

PORTUGAL: +430bps Market Share¹, making Gyno-Canesbalance #3 for the first time.
 FRANCE: +330bps Market Share²

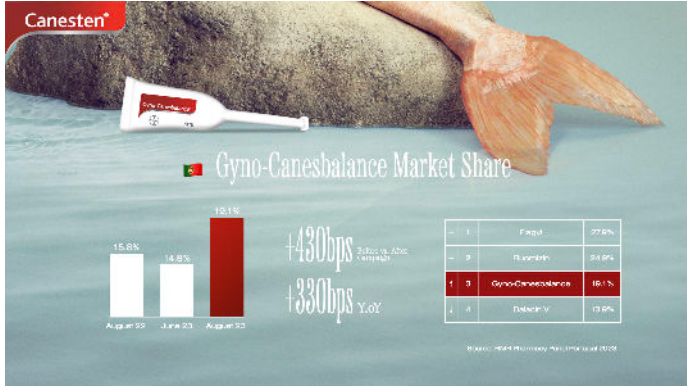
Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

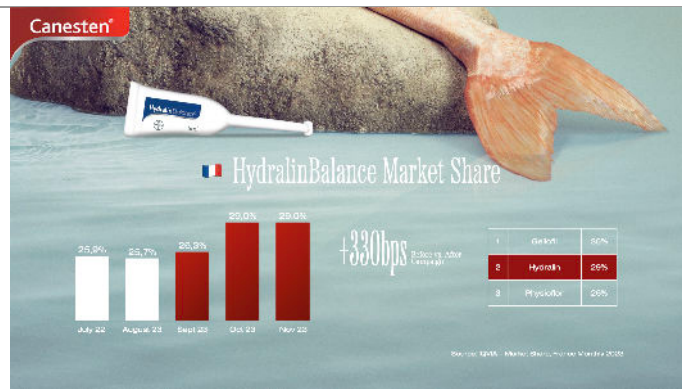
(Maximum: 75 words, 3 charts/visuals)

In both countries, our campaign successfully stopped the Market Share decline and grew it back beyond our initial goal.

In Portugal, we achieved our highest Market Share ever, delivering an outstanding +430bps uplift vs. the month before the campaign, and a +330bps increase Y.o.Y, making Gyno-Canesbalance #3 for the first time.¹



In France, our Market Share increased +330bps vs. before the campaign, surpassing the initial goal in 220bps and achieving our best index of 2023.²



Marketing Objectives Results

1

Objective - Overview & KPI

State your objective here.

TO GROW +600bps GYNO-CANESBALANCE VALUE SALES.

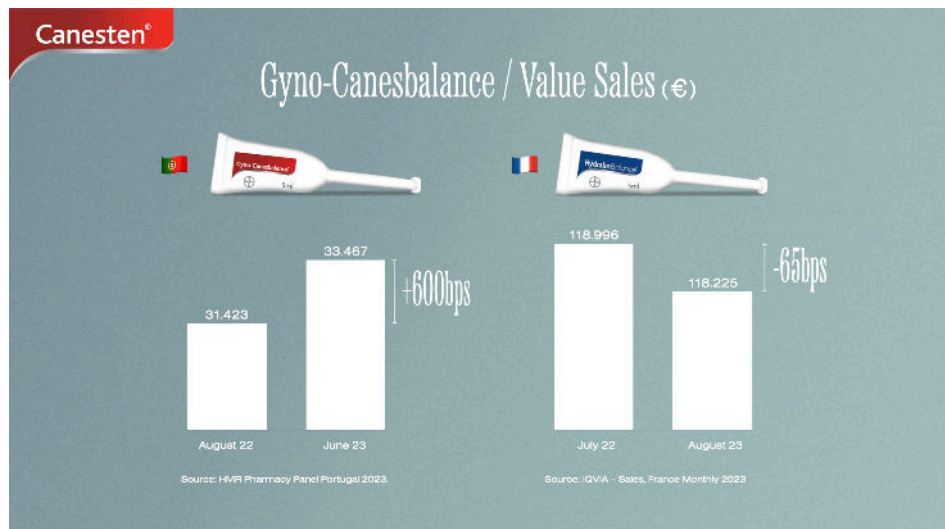
(Max: 30 words)

Rationale - Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Before the campaign started in Portugal, Gyno-Canesbalance managed to increase +600bps compared to last year (Aug'22 vs. June'23)⁴. While in France we had the opposite performance, where we lost -65bps in France a month before the campaign⁵.

Our goal was to drive an +600bps sales increase in both countries, keeping the growth rate in Portugal, while recovering the lost sales and growing beyond that in France.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

With the same Market Share reports, we can also track monthly sales (euros and units). In Portugal is with a Health Market Research panel and France with an IQVIA panel.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Conversion

List Result

State your corresponding result here.

WE DELIVERED AN +3062bps SALES UPLIFT IN PORTUGAL¹ AND +1186bps FRANCE², ACHIEVING THE BEST-SELLING MONTH EVER IN PORTUGAL AND THE BEST RESULT IN FRANCE IN THE PAST 3 YEARS.

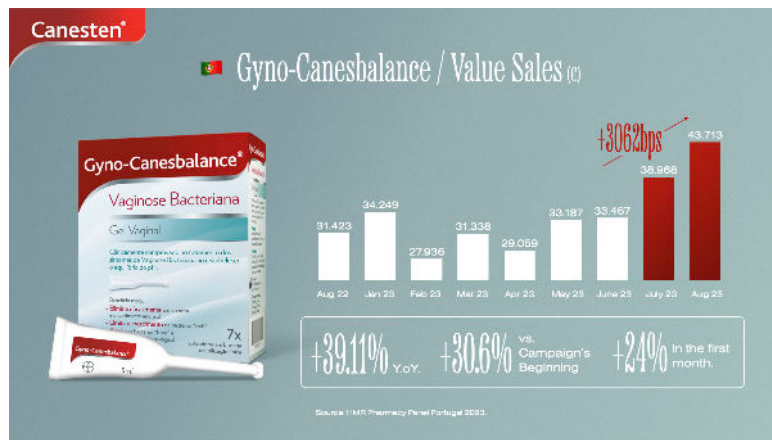
Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Our goal was to keep the growth pace, but we did far more than that.

In Portugal, we delivered the best-selling month Gyno-Canesbalance ever had with a +30.6% sales increase vs. the month before the campaign. When compared with August 2022, our campaign delivered an incredible +39.1% growth Y.o.Y.¹



In France, we achieved the best-selling month in 3 years, delivering a +11.9% value sales increase vs. before the campaign; Y.o.Y. growth was even higher, +51.6%.²



Activity Objectives Results

1

Objective - Overview & KPI

State your objective here.

TO GENERATE AWARENESS ON HOW TO IDENTIFY BACTERIAL VAGINOSIS WITHIN OUR TARGET, SURPASSING BAYER'S BENCHMARK OF 45% VTR.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Canesten's purpose is to **liberate women from discomfort and embarrassment regarding vaginal issues**. Since only 30% of women can correctly identify it, our campaign needed to generate more than just product awareness; it needed to help these women gain awareness on how to identify BV themselves.

To ensure our success, we aimed to overcome Bayer's VTR benchmark, which in 2022 was 45%⁶.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

VTR is the number of completed views of a skippable ad over the number of initial impressions, demonstrating the size of our impacted audience that engaged with our whole message.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Reach (e.g. open rate, shares, views, attendance)

Awareness

List Result

State your corresponding result here.

OUR CAMPAIGN SUCCEFFULLY ENGAGED WOMEN WITH OUR MESSAGE. THE CAMPAIGN'S VTR ACHIEVED 71.2% IN PORTUGAL AND 73% IN FRANCE, SURPASSING BY MORE THAN 25% OUR BENCHMARK IN BOTH COUNTRIES.³

Context

Explain, with [category, competitor, and/or prior year context](#), why these results are significant for the brand's business.
(Maximum: 75 words, 3 charts/visuals)

The mermaid proved a powerful campaign in engaging women and generating awareness on how to identify BV.

In Portugal, the campaign achieved over 5.6 million impression, which 4 million fully watched the whole campaign. **With a 71.2% VTR**, this campaign surpassed Bayer's benchmark in 26.2pp. and generated one of highest results within previous communications.³

In France our result was even higher, **reaching 7.1 million women** and generating a **73% VTR, surpassing internal benchmark in +28pp.³**

Additional Results

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

N/A

(Maximum: 150 words, 3 charts/graphs)

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence (or lack of

influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

Societal or Economic Events (e.g. changes in economic, political, social factors)

Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

All business results can only be linked to the success of the campaign, as there was no intervention in pricing, product or distribution. Nor were there any promotions linked to the campaign that distorted its effect or other parallel campaigns.

Besides that, the campaign was the only one Canesten aired in both countries during these periods, meaning that, every result and uplift is thanks to our bold campaign.

IF THERE WAS ANY OUTSIDE INFLUENCE, IT WAS PLAYING AGAINST CANESTEN.

For the past years, inflation and general economic crisis had forced consumers to budget more often, frequently, cutting down expenses or trading down brands and products when shopping. During the campaign's period, inflation was a big influence in both countries, with inflation reaching 4.3% in Portugal during July⁴ and 4.9% in France during August⁵.

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

Campaign Period: Competition Year

€200-500 Thousand

Paid Media Expenditures (Prior Year)

Campaign Period: Prior Year

Under €50 Thousand

Donated Media (Current Year)

Campaign Period: Competition Year

Not Applicable

Donated Media (Prior Year)

Campaign Period: Prior Year

No Donated Media Expenditure

Compared to other competitors in this category, the budget is:

Select one.

Not applicable (Requires Elaboration)

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

Select one.

More

Media Budget Elaboration:

Provide judges with the context to understand your budget.

The Mermaid was a paid campaign in its total.

What was the balance of paid, earned, owned, and shared media?

In the case of Portugal, the media investment was 2 OLV (20' and 52') and specialized magazines, whereas in France the media investment was only 2 OLV (20' and 52').

What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 100 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life.

This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

€50-200 Thousand

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

The Mermaid campaign wasn't intended to be Bayer's big play. Although bacterial vaginosis presented a growth opportunity, it wasn't the company's main category. As a result, the budget was kept much tighter compared to campaigns targeting candidiasis, the core brand category. This challenge pushed us to come up with a clever, easy-to-execute, and high-impact solution, leading to an investment of 66K in the campaign's production.

(Maximum: 100 words)

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Select all that apply.

Not Applicable

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

Not applicable

(Maximum: 100 words)

SOURCES

Investment Overview: Data Sources

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Select all that apply.

Digital Mktg. - Short Video (:15-3 min.)

Print - Magazine

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Most integral touchpoint.

Digital Mktg. - Short Video (:15-3 min.)

Main Touchpoint 2

#2 Most Integral Touchpoint

Print - Magazine

Main Touchpoint 3

#3 Most Integral Touchpoint

Not Applicable

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Social Media Platforms

Select all that apply, or select Not Applicable.

YouTube

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Investment Overview. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High Resolution: 16:9 at 1920x1080.

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.



Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Digital Mktg. – Short Video (:15-3 min.)

Raw Creative Examples as Originally Aired

For Research Purpose



In what language the raw creative example aired?

English

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images. Technical Requirements: .jpg/.jpeg format



The Mermaid_image
OK



The Mermaid_image1
OK



The Mermaid_image2
OK



The Mermaid_image3
OK

Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges

PDF Fingerprint 508e28704374d091b3f3d17098d4e66a