Innovation in Print:

How to Build an Unstoppable Creative Campaign

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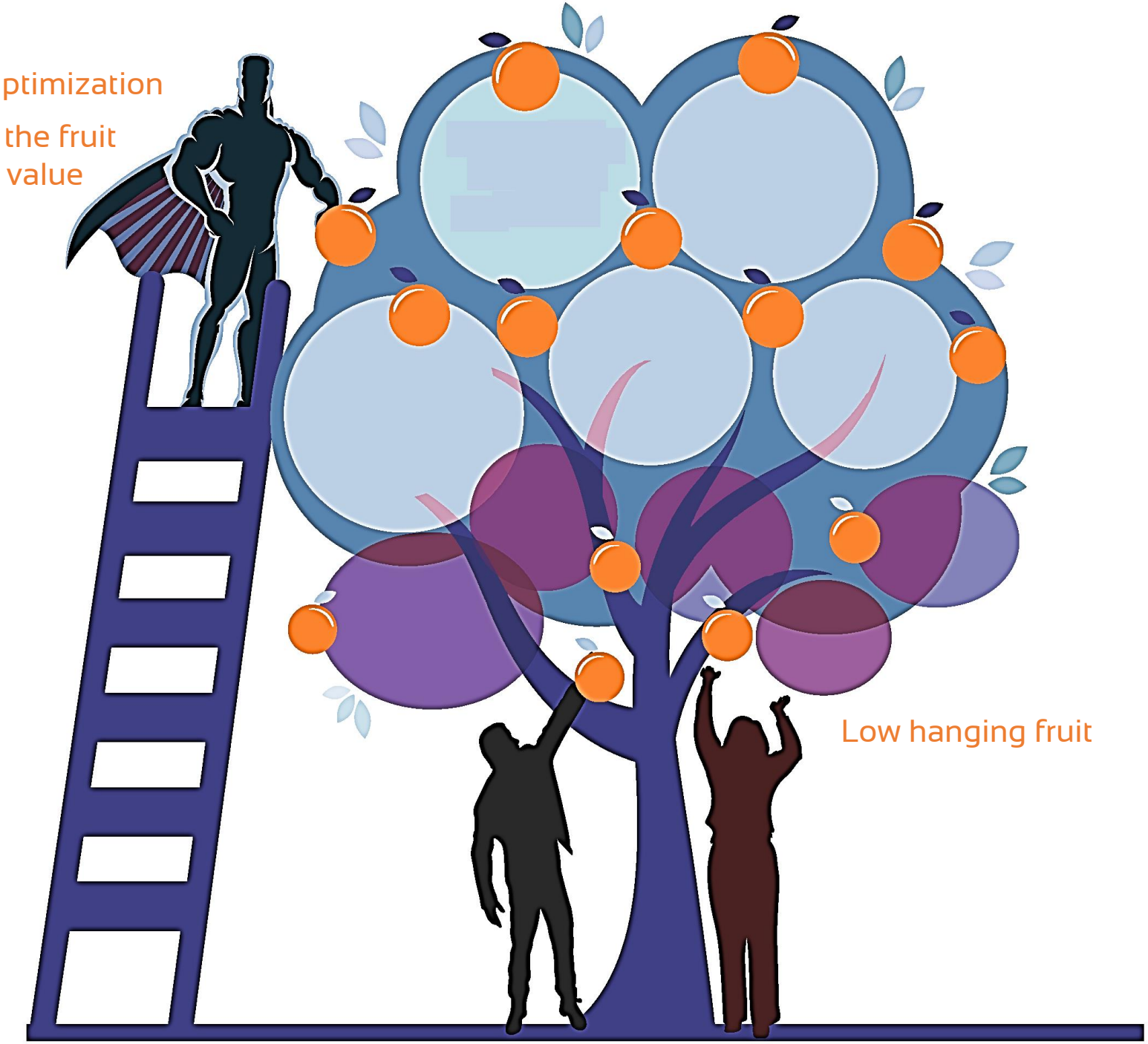
Star Media Group Malaysia

Low hanging fruit

Revenue Optimization

The higher the fruit
the greater value



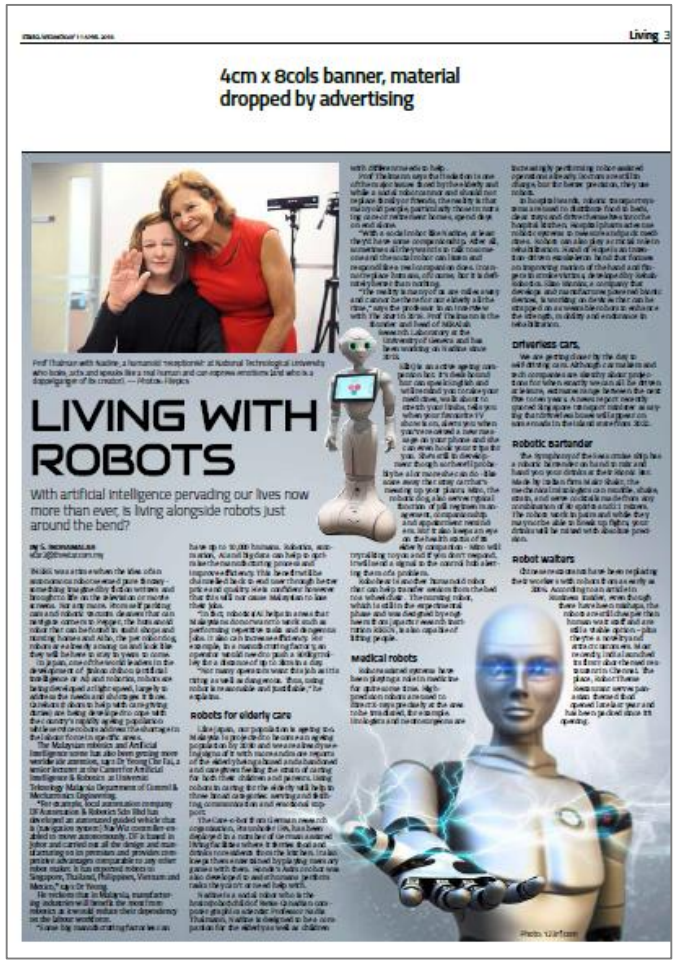
Low hanging fruit

Pepsi Campaign

Campaign Concept

- New product launch – Pepsi Zero Calorie
- Tagline “Drink the Future Now”
- Special preprint with futuristic stories
- 40% with embedded video
- 60% with sound chip
- Zoning distribution Klang Valley

Pepsi Creative Campaign



4cm x 8cols banner, material dropped by advertising

LIVING WITH ROBOTS

With artificial intelligence pervading our lives now more than ever, is living alongside robots just around the bend?

4cm x 8cols banner, material dropped by advertising

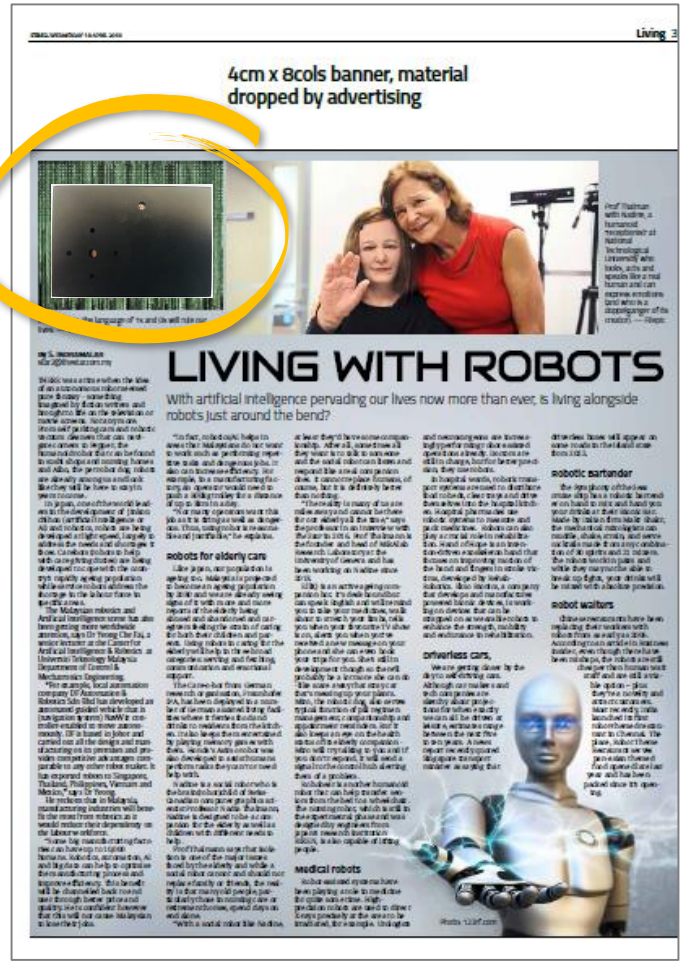
CITIES OF THE FUTURE

With rapid urbanisation, cities in the future will be embracing advanced technology and innovative concepts.

- articles with futuristic stories
- futuristic font

- Dedicated stories for:
- LCD version – Smart Cities Story
- Soundchip – Robot Story
- No Gadget – Robot Story

Pepsi Creative Campaign



4cm x 8cols banner, material dropped by advertising

Living 3

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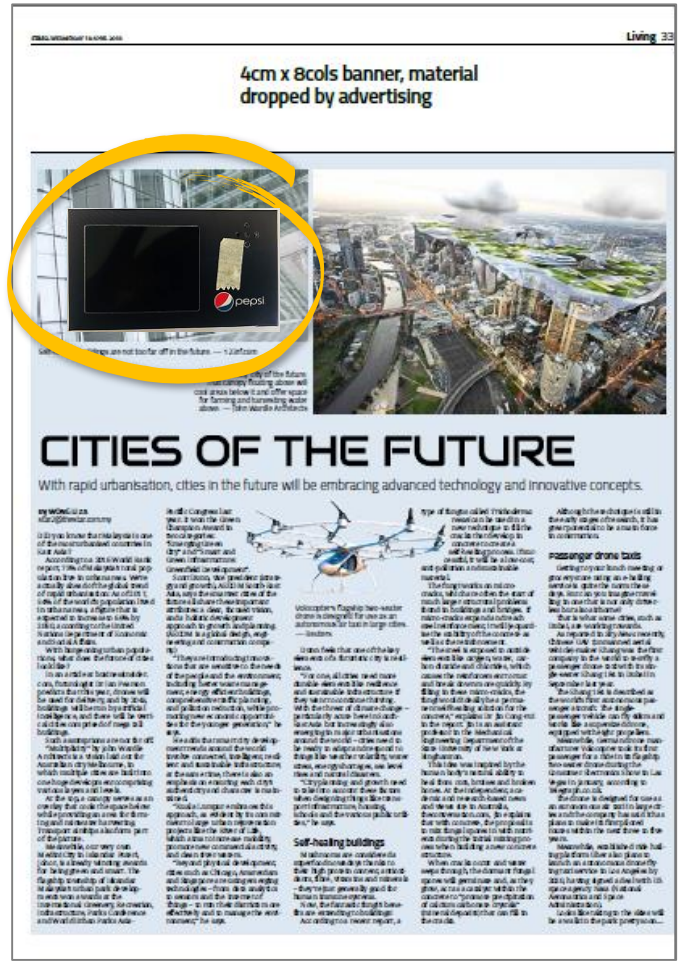

4cm x 8cols banner, material dropped by advertising

Living 33

CITIES OF THE FUTURE

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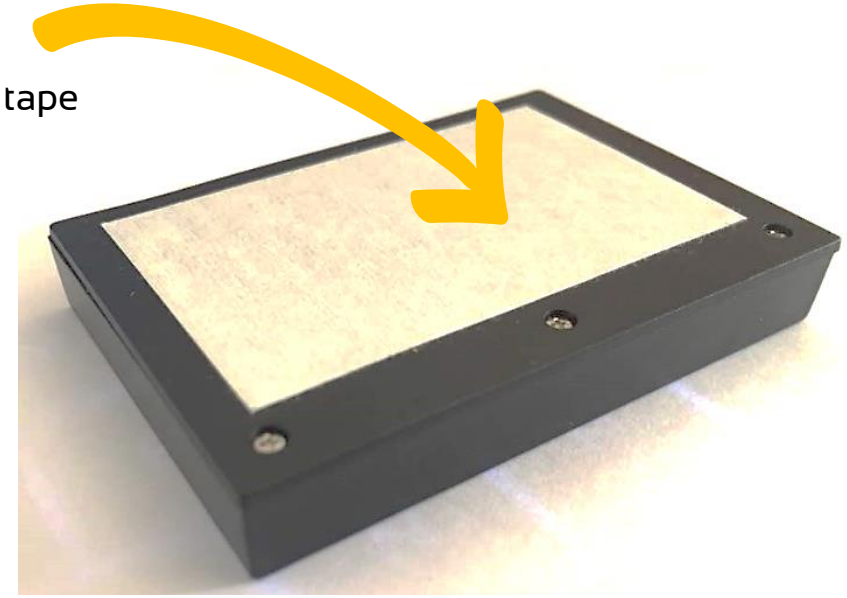
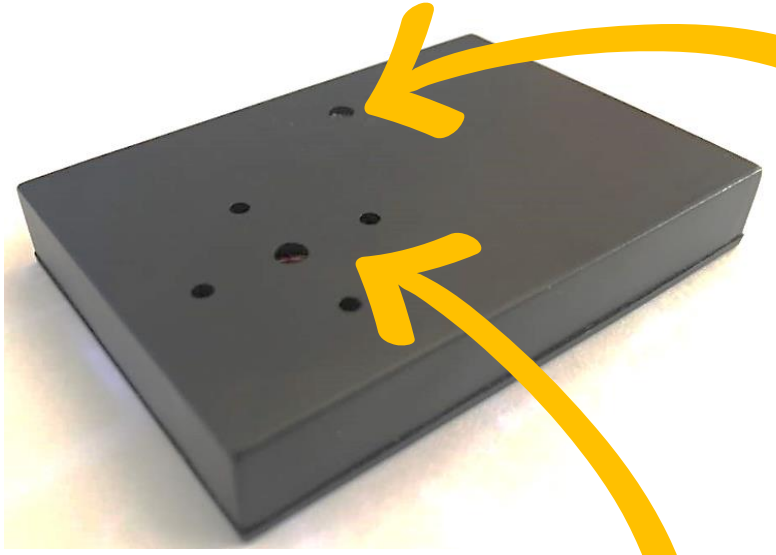
Sound chip

Double sided tape



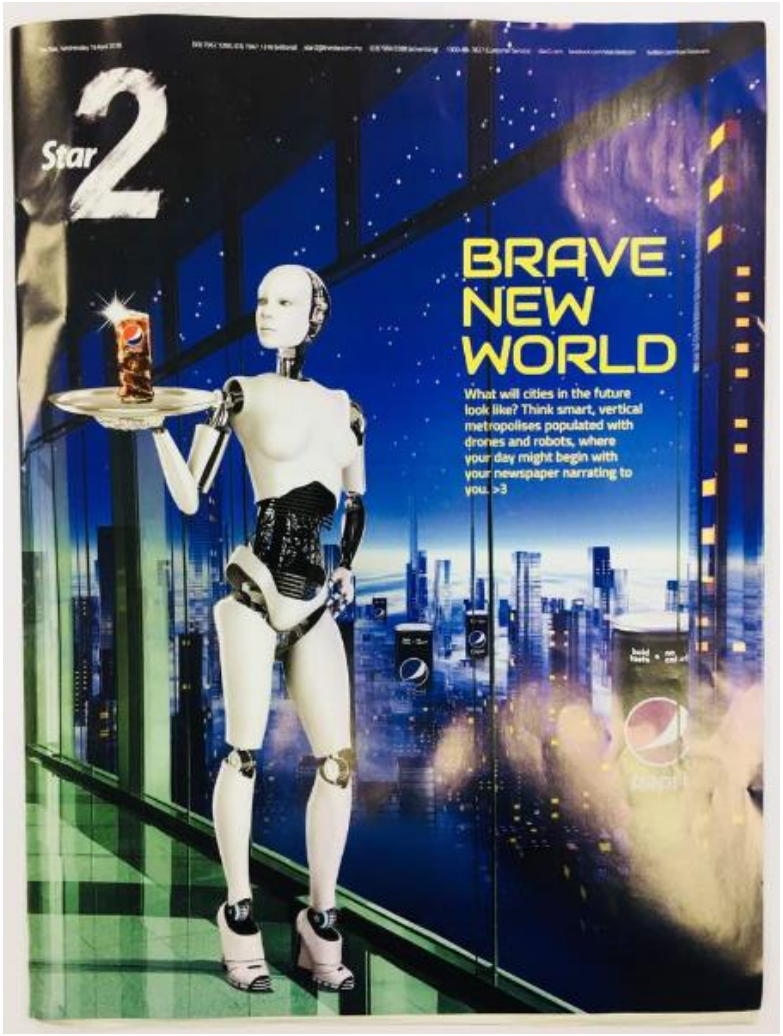


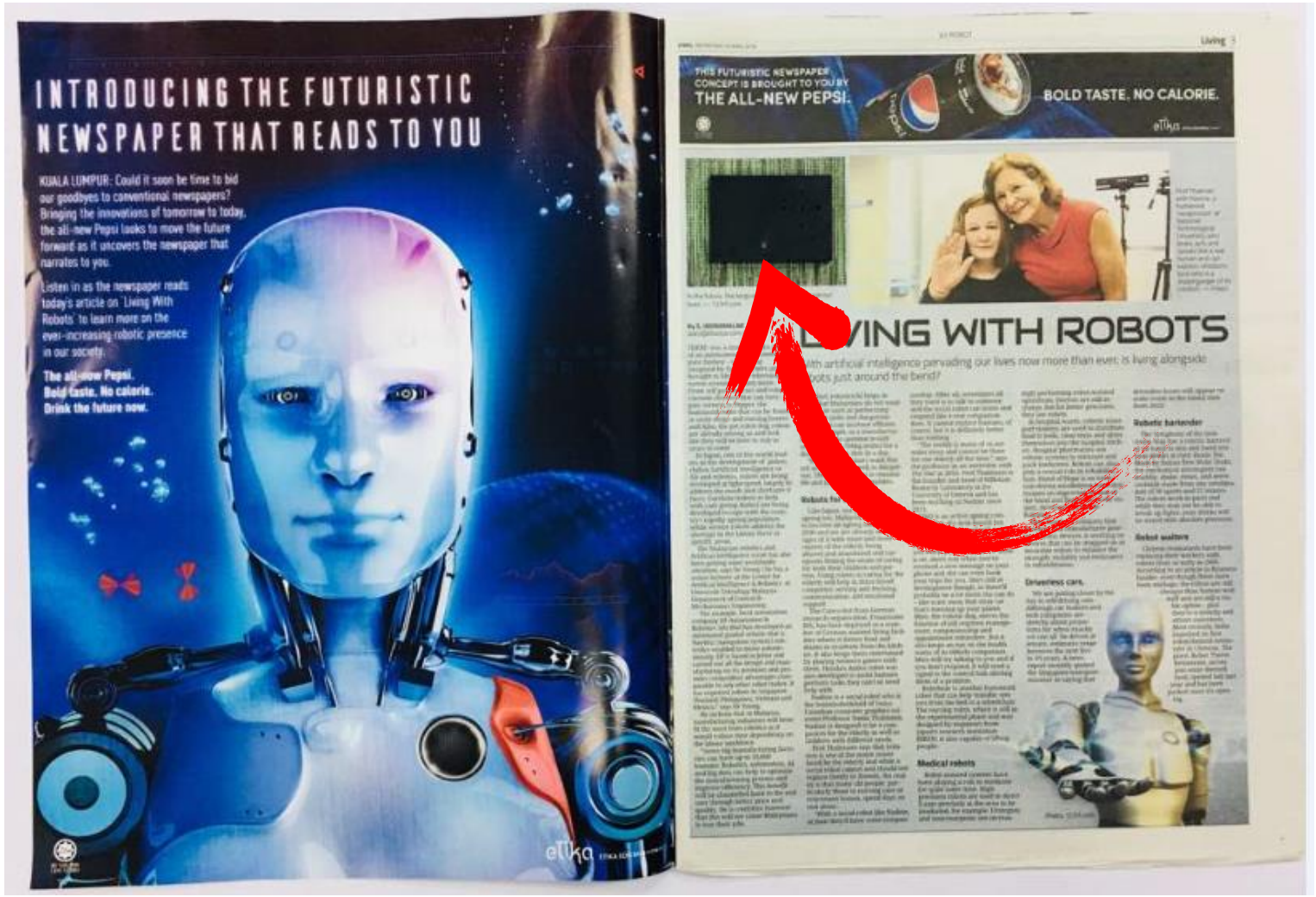
Light sensor

speaker

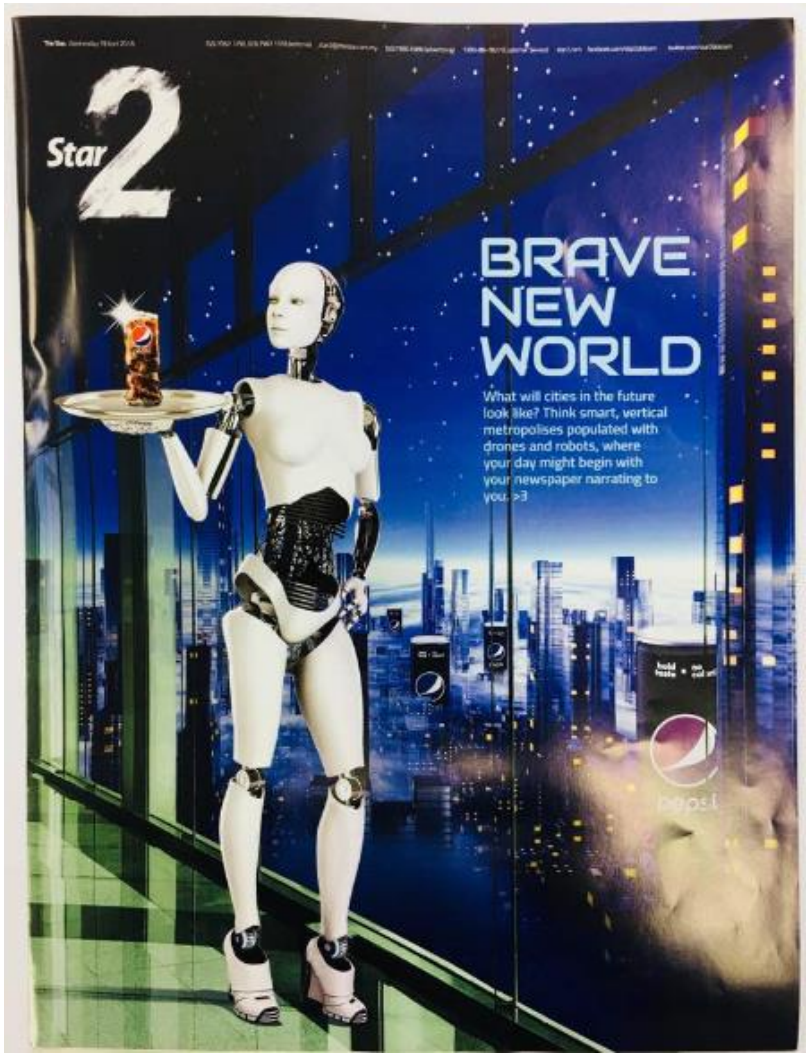
LCD

Newspaper with Embedded Soundchip module





First Newspaper with Embedded Video



Identification - Preprint

cyan

Pre-Print Cover for LCD

yellow

Pre-Print Cover for Soundchip

white

Pre-Print Cover for No Gadget

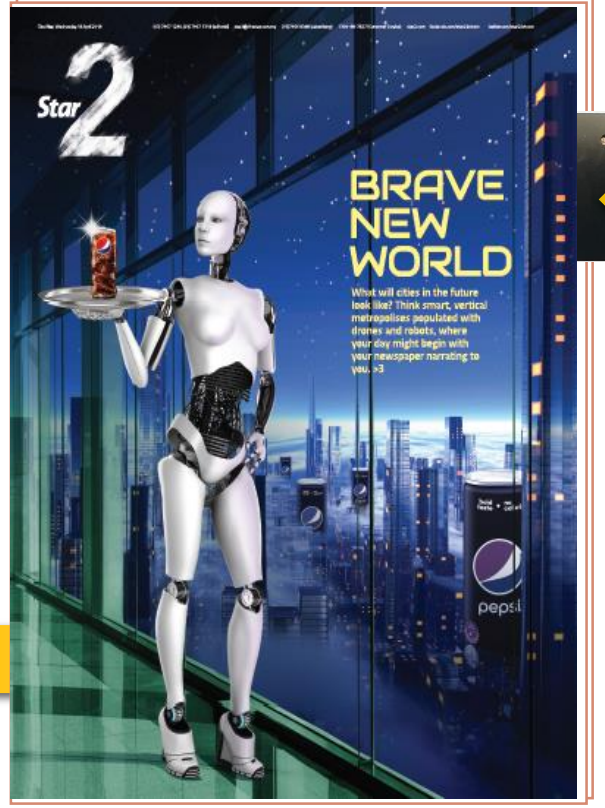
Identification – Main Paper

Main Cover for LCD

Main Cover for Sound chip

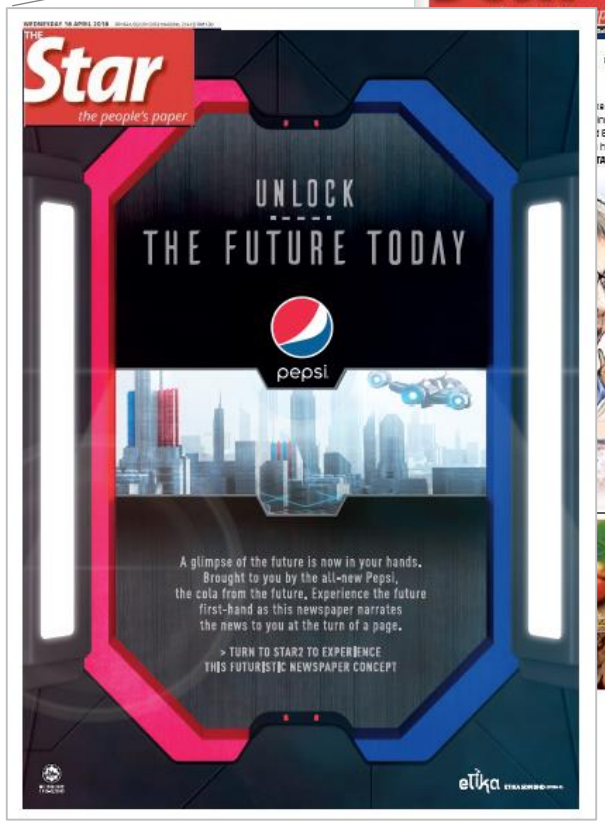
Soundchip Version

SPECIAL COVER
wood free
paper



LCD Version

SPECIAL COVER
wood free
paper



Editorial write up

No calorie cola makes debut

PETALING JAYA: As consumers become more health conscious, they seek healthier beverage options but still look forward to the satisfaction derived from a cold, refreshing soft drink.

An innovative drink has been launched to meet consumers' thirst for healthier options, built on consumers' changing sentiments towards the consumption of flavoured carbonated soft drinks.

Cola lovers can now indulge in their favourite beverage without the guilt as the world-renowned cola-flavoured thirst-quencher has come up with an all new Pepsi.

It promises to be a zero-calorie product without compromising on the cola taste. The new Pepsi does not compromise on taste and maintains the exact flavour.

Etika Sdn Bhd Marketing vice-president Santharuban T. Sundaram said, "Advances in research and technology has allowed for the creation of an unparalleled recipe and formula that keeps Pepsi delicious, providing a future when consumers can experience great cola taste with no calories."

The new campaign tagline "Drink the Future Now" was coined to represent how Pepsi really is the taste from the future.

Igniting a futuristic approach to its creative campaign, Etika and PepsiCo planned an out-of-the-box interactive advertising concept to increase the new product's awareness, exclusive to Malaysia.

The first wave saw multiple gigantic billboards placed at different sites across the Klang Valley, along with product awareness blitz through radio commercials, television commercials, toll booth visuals, digital billboards, live endorsements on radio, in-store promotions as well as cinema advertising emphasising on futuristic concepts.

Etika erected a huge outdoor display at Wisma Damansara in Jalan Semantan, Kuala Lumpur, that alerted Pepsi fans of the new Pepsi.

The display had a countdown timer and featured a descending chiller, filled with bottles of Pepsi Black that was lowered a few metres each day until the launch on March 30.

On the day itself, an exciting lineup of activities were held at Wisma Damansara when the countdown reached zero and everyone had a chance to try out the new Pepsi Black.

The campaign also included one-of-its-kind creative advertisements in *The Star*, exclusively for *Star* readers in the Klang Valley.

Limited copies of *The Star* will carry either an LCD or soundchip that will narrate or broadcast a story on futuristic concepts. Peel off the sticker from the LCD to watch the video. The LCD is rechargeable, so it can be charged to resume its function if it does not play the content at the start.

"We are excited to be collaborating with *The Star* to bring the future to Malaysians today."

The new Pepsi is sold in a 320ml can, 1.5L and 400ml PET bottles at all major retailers.

'Focus on achieving your goals'

Charity worker Sabariah encourages youths to recognise interest and work hard

IPOH: Malaysian-born Sabariah home, the 70-year-old, who hails Compassion Without Borders" ing out volunteer and charity work

debut

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Challenges

- uncertainty off stone timing – GE14
- manufacturing gadgets – china
- manual pasting of gadget
- stacking & storage
- sorting products – multiple versions
- manual inserting preprints into main paper
- manual routing – unable to use mailroom control systems
- bulging copies/bundles
- Lcd video activation switch & battery life

Goodday Campaign Concept: CHARGE!

how printed newspaper can be part of the campaign

RESISTANCE BAND SQUAT

RESISTANCE BAND GLUTE KICKBACKS

GLUTE BRIDGE

SPLIT SQUAT FANNY LIFTER

BOOTY SKATE

KICK BUTT EXTENSION

Goodday – Giveaway Resistance Band

SAY HELLO TO GOODDAY CHARGE WITH 10 NUTRIENTS TO CHARGE YOU UP.

It has the goodness of mil[illegible] delicious taste of chocolate and the fortification of [illegible]™ – a unique formula of Prot[illegible], Calcium, Vitamins A, B1, B2, B6, C, D, Iodine and Niacin. It's a great way to boost your [illegible]ergy for activities like exercising. So get a new form of energy today. Energy from milk.

Start exercising today with your free Goodday Charge resistance band. There's one inside.

10 BICEP CURLS

STEP 1 STEP 2

- Anchor band under your foot
- Curl arm with elbow on leg

10 LEG ADDUCTIONS

STEP 1

STEP 2

- Lie on your side with band around knees
- Lift upper knee while keeping feet together

10 GLUTE BRIDGES

STEP 1

STEP 2

- Lie down knees up with band around thighs
- Push hips upward with arms and feet on floor

#DareToCare Campaign

Campaign Mechanism: #DaretoCare

- Newspaper distributed with paper bags
- Provides avenue for readers to donate
- Readers filled up basic necessities items into paper bag
- Drop off at client’s sales gallery
- Items donated to underprivileged
- CSR

Concept from Paper Bags

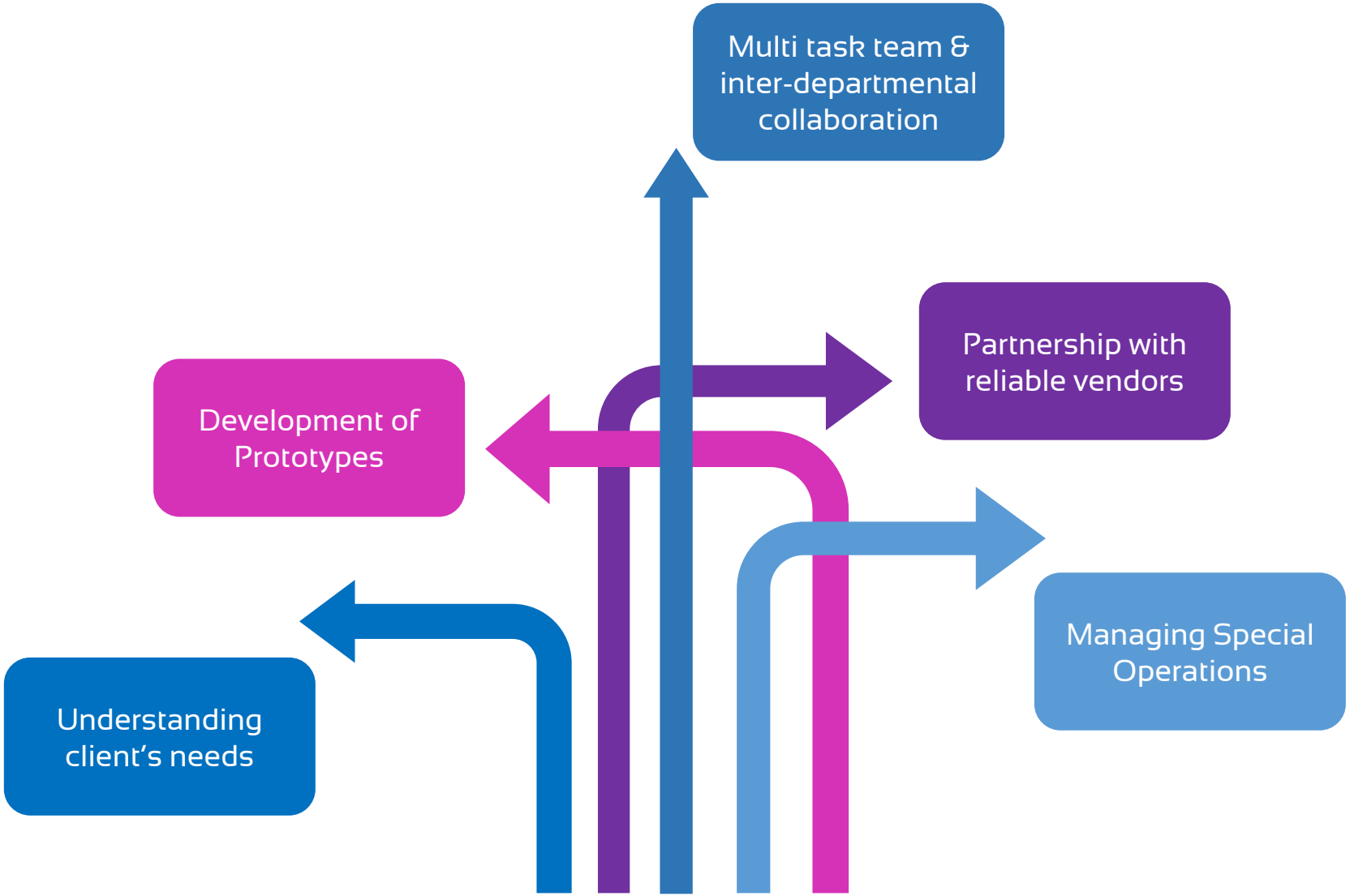
Star
MEDIA GROUP
#DaretoCare
SkyWorld
INFORM,
INSPIRE,
INNOVATE.

#DaretoCare
SkyWorld
URGENT HELP NEEDED!

#DaretoCare

#DaretoCare
#DaretoCare

How we build this!



Fight for Innovation Forever!
The Revolution Will be Live!

Thank you!

Q & A