

Multi award-winning agency, Isobar Nigeria, walks away with another 8 awards at the recent Pitcher Awards

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Isobar Nigeria cemented their position as an industry leader by scooping 8 awards at the prestigious Pitcher Awards. They have once again proven their ranking amongst the top creative agencies in Nigeria and have been recognised for their creative excellence.



Collectively, as a network, Media Fuse Dentsu Aegis Network Nigeria took home a total of 11 awards.

On the award win, Emeka Okeke CEO, Dentsu Aegis Network said, “I am proud of the team for their outstanding achievement. Our ability to craft incredible African stories for people we truly understand combined with rich data and insights results in our award-winning work.”

Two Golds: Budweiser King’s Stitch campaign

The team walked away with two Golds for their work with [Budweiser for King’s Stitch campaign](#) in the Integrated and the Use of Influencers and Brand Ambassadors categories.

Nigeria is a very diverse place with diverse culture and diverse people. However, when it comes to issues relating to individuality, Nigerians tend not to be tolerant of this kind of diversity. Society has put extreme laws in place inhibiting this kind of self-expression. Budweiser created a platform that gave Nigerian youth a voice to speak freely against a society that has constantly devised new ways to inhibit their self-expression. Using two of Nigeria’s most polarizing fashion designers, they created The King’s Stitch Collection – not just a fashion statement but a statement to the Nigerian society aimed at countering the age-old stereotypes that our youth are burdened with. View this impactful piece of work [here](#).

Three Silvers: Banter Better with Coca-Cola

Isobar won three Silvers for the work on the [Banter Better with Coca-Cola](#) campaign in the use of media, Use of insights and social media category. The challenge was to activate its existing package in a manner that transformed it from being just another sponsor to being a brand that stood for something different with those who made the game special - the football fans. Isobar Nigeria introduced the campaign by posting creatives that teased the highs and lows of iconic Premier League clubs to engage their fans. Core fans rushed to the defence of their clubs while tagging opposing fans to join in the banter. The result was a serialized Vox pop that earned over 1.5 million views. View the full campaign [here](#).

Commenting on the award win Monali Shah, Marketing Communications Director, Coca-Cola said, "The creative idea "Banter Better" was borne out of recognizing fans as the true heartbeat of the game and football banter as the universal language for representing their favourite clubs and sharing love for the beautiful game. Equipped with this insight, we took a digital first approach to engage and celebrate football fans and share the passion and excitement that they feel for the Premier League."

Bronze: Nivea #NoSOS NIVEA

Isobar won silver for the #NoSoS campaign in the Use of Media category. The challenge was to break through the clutter from competitor Deo brands and strengthen NIVEA's No1 spot. The team introduced the campaign by posting exciting creatives that play up different scenarios where the Deo keeps the target audiences fashion outfits sweat, stain and odour free. To further drive this, they partnered with Mai Atafo to drive online engagement for our online contest. In the #NoSOS Fashion design competition, they asked the target audience to upload a design that shows their style and personality, to stand a chance to win 1 million naira and mentorship session by @maiatafo. With over 200 entries across all social channels they asked the public to vote for the top 10 designs by following NIVEA's social media pages and liking their favourite designs.

For a resounding close, NIVEA partnered with @BeachisBetterhq, a beach-centric lifestyle and wellness event to host a runway show for the finalists to showcase their designs.

Harrison Godwin, General Manager for Beiersdorf Nigeria said, "The #NoSoS campaign was a perfect expression of a global product innovation executed with a powerful locally relevant consumer insight. By leveraging our consumer's passion for fashion, we were able to introduce the product benefit in an authentic and relatable way. Understanding the consumer journey allows the brand to diversify a single consistent message to the attitudes and expectations of our consumers at every opportune moment to drive conversion to sales or brand loyalty, and forms the fundamentals for our integrated communications strategy. We are incredibly honored to have this campaign selected as one of the winners of the prestigious Pitcher Awards, and are committed to delighting Nivea consumers with cutting edge products and campaigns."

Bronze: #TakeYourSchhhhot Schweppes

Isobar won bronze for the work they created on the #TakeYourSchhhhot Schweppes campaign in the social media category. Following the launch its exciting new variants – Pineapple, Virgin Mojito and Chapman into the market, Schweppes needed an effective and exciting way to boost its recognition, raise awareness and drive purchase for the new variants. The team launched the campaign by asking followers to capture a list of pre-determined image options of the brand and share via their social media platforms accompanied with the hashtag #TakeYourSchhhhot. At the end of the challenge, a professional photographer judged the entries and picked the top 10 photos. The top 10 photos were then uploaded onto their page where the followers made the final decision of picking the winners via 'likes' voting. Through the photography challenge, Isobar established a unique connection between photography and the brand as they continued to engage with followers. The campaign created an avenue for people to discover their talents and share their creativity.

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