



AMEC International Communication Effectiveness Awards 2014 Entry Form

Category: “Keep it Simple” AMEC Plain English Client Clarity Award

Entering Company Name: Ogilvy Public Relations, Taipei

Name of person entering: Rina Liang

Email: rinayt.liang@ogilvy.com

Telephone: +886-2-7745-1550

Client: Johnson Health Tech. Co., Ltd.

Campaign title: Run for Love

Objective/Brief

Did you hit the gym this morning? If so, pat yourself on the back! And think back for 3 seconds to see if you can name the brand of treadmill in your regular gym? Or in the last hotel you stayed in?

Any luck? Likely not.

As the world’s No. 3 fitness equipment manufacturer, Johnson Health Tech is fortunately better known among wholesalers and fitness center equipment buyers, but had almost zero consumer brand awareness. With an upcoming consumer home fitness treadmill launch, this was a real challenge for Johnson Health Tech.



Even at a B2B retailer level, Johnson Health Tech suffered from identity confusion with a Taiwanese competitor.

Ogilvy PR Taipei and Ogilvy & Mather Advertising Taiwan were challenged to establish brand differentiation, bring Johnson Health Tech into the consumer arena, and drive purchase intent for Johnson fitness equipment.

Making a new product launch the focus of our communications plan, we set one clear business objective, supported by two broader brand communication objectives.

Business Objective – Sell 1,500 units of the new treadmill product within 6 months of launch

Communications Objectives –

1. Increase Johnson Health Tech brand awareness, consumer engagement and product trial
2. Positively impact trade relations with B2B retail customers so they become stronger supporters of our well-differentiated brand



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Strategy

We began with a search for insights into consumer barriers as a basis for communications. Internal and external interviews gave us initial direction. We then developed hypothesis to test in six consumer focus groups across major Taiwanese cities on home fitness equipment generally, and the Johnson Health Tech brand awareness challenge.

Our research uncovered two new insights for our client that drove a new and differentiated strategy:

1. Beyond the rational desire for personal fitness improvement, the deeper emotional motivator for buying a treadmill is that **users wish to avoid becoming a health burden to their families** through ill health and poor fitness
2. Consumers who did know of the brand (in prompted awareness) found Johnson Health Tech's stores **too frighteningly professional to approach**. *"The store looks like it's not suitable for a beginner like me.", "I'm afraid that asking some basic questions might make me look like a fool."*

These two new insights formed the basis of our strategy to launch Johnson Health Tech's consumer brand and first product.

Turning 'Avoidance' into a sign of 'Love'

Since the primary driver for purchasing a treadmill is not to burden the family with troubled health, we put a positive spin on this and presented the concept as "love for family". The newly launched treadmill was therefore named "Run for Love", encouraging everyone to continue running for the benefit of their loved ones.

In building the consumer facing brand, we depicted treadmill purchasers' love for their family through TV commercials and promoted Johnson Health Tech's social responsibility through charity events supported by PR to show love to the greater society.

Create a non-intimidating product trial moment

Knowing trial is critical and needing a less threatening environment to secure trial, we created the first ever treadmill experience truck in Taiwan. It traveled throughout Taiwan, making Johnson treadmill trial available to as many people as possible, also building brand awareness. A motivating CSR component was created to drive treadmill tryouts. Johnson Health Tech donated money to Chinese Childrenhome & Shelter Association (CCSA) based on the mileage run on the "Run for Love" treadmill. More running = higher donation.

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Execution/Implementation

**Please see supporting materials for reference*

Public Relations

- Activation: The Run for Love treadmill truck housed four Johnson Health Tech “Run for Love” treadmills. For every kilometer that visitors ran, Johnson donated US\$3 to CSSA



- Media relations: We demonstrated the transformation from cargo truck into a mobile fitness center and hosted a dance performance on the treadmills for TV, print and online footage. We also placed media interviews with the Johnson Health Tech chairman on the CSR strategy
- Local area stakeholder engagement: We partnered with a university in the regional city where Johnson Health Tech was founded (and has slightly higher brand recognition). A college charity run in this town saw the company donate US\$20,000 on behalf of 2,400 participants

Brand identity TV commercial

The “Run for Love” TVC featured a 50-year-old man running through different stages of his life for his loved ones, building Johnson Health Tech brand image as loving and caring.

Digital Campaign

We built an event site to showcase the launch, TVC, the CSR donation and the Run for Love treadmill truck appearances, supported by a new Johnson Health Tech Facebook fan page.



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Conclusions

We BEAT the sales target by 46%

In the first 6 months, over 2,200 “Run for Love” treadmills were sold versus the sales target of 1,500. The 46% overachievement generated US\$1million in additional sales revenue OVER the target. This delivered a very high ROI for our client (*actual number remains confidential*). This result also set a new sales record in Johnson’s history.

Proving that we delivered our increased brand awareness and engagement objective, consumers specifically asked for the “Run for Love” treadmill in stores (*source: retail store feedback*).

Overall treadmill sales (of all models) increased by 50% compared to the same period last year, proving a knock-on growth impact across the company.

Brand awareness drove a doubling in store traffic

Johnson Health Tech stores and those of retail partners have never been as busy as consumers overcame their fear of visiting the stores (*source: store manager feedback*).

Strong trial results

The treadmill experience truck traveled to 80 towns and cities for 11,143 trial visitors, 12,085 kilometers run, and US\$40,280 donated to charity by Johnson Health Tech.

Improved trade relations

This consumer branding campaign provided retail distribution channels (eg. department stores) with a sales boost. This help Johnson Health Tech. to improve the relationship with distribution partners and is likely to bring future sales benefits.

Net, all objectives were achieved, sales results were well over-achieved, consumer insight drove an integrated communications campaign and the results were clear, simple and focused on what mattered to our client: sales results, store traffic and increased branding and trial.

Publication Approved. Budget not for publication