

Who Should You Thank Today?

A 2006 Reader's Digest Poll ranked Manila as one of the least courteous cities on earth prompting Kraft Foods, the makers of Toblerone, and its communications partner GeiserMaclang, to stage the first National Thank You Day in the Philippines.

Its primary objective was to respond to the poll and to position Toblerone synonymous to the value of gratitude. This took the form of a viral, grassroots movement that transcended all classes and geographies in the Philippines.

Simultaneously, several below-the-line initiatives were undertaken:

- * Establishing Official Legislative Support from the City of Manila to declare October 20 as the city's National Thank You Day.
- * Producing exclusively designed Thank You Cards that were given out by partner establishments to create buzz by renowned local artist Rina Albert.
- * Giant Toblerone Boxes were given to students to carry around malls to generate buzz.
- * Notable names in the music industry wrote songs specifically for the occasion; and as a first in Philippine music history, these songs were downloadable for free on the Thank You Day website.
- * Sustaining initiatives: School activations, partnership with retail establishments, a "Thank Someone Today" sign resembling that of Hollywood in front of SM Mall of Asia, the largest mall in the country.

These efforts culminated on October 20, 2007 for the nation's first National Thank You Day celebration through a concert billed as the 'Festival of Thank You's'.

The campaign, with its modest budget, generated:

- * Print media exposure: Php 12, 991, 946.63
- * Online exposure: Php 4, 336, 460.80

Case Study Library



* TV coverage: Php 66, 277, 892.35

* A Thank You Day episode freely given by Eat Bulaga, the longest running noontime show in the country

* The official website (www.thankyoudayphilippines.com) generated nearly 500,000 hits in three months

* 132% increase in Toblerone sales

Client: Kraft Foods Philippines/Toblerone

Agency: GeiserMaclang Marketing Communications, Inc.

Budget: Php 14.5 Million

Date of Campaign: August 2007 to October 2007

Case Study URL: <http://www.thankyoudayphilippines.com/>