

## **ARLA DANO GO FOR IT CAMPAIGN**

### **CHALLENGE:**

Develop a 360-degree communication campaign, which meets consumers at the point where daily challenges, limitations and life's pressures are faced. The challenge was to position Arla Dano as an enabler that reminds and gives consumers that external push to believe in their abilities to keep going.

### **THE OBJECTIVE:**

Through emotional branding, the "GO FOR IT!" campaign aims to evoke specific feelings to ensure Arla Dano products are meaningful to the target audience. Below are the objectives of the campaign:

- To build a strong emotional connection with the target audience
  - Strategically position Arla Dano as an enabler and caregiving brand •
- Further buttress the brands' philosophy and essence, Inner Strength

### **THE CREATIVE IDEA:**

Arla Dano's "GO FOR IT!" message drives the inner consciousness of people. In a category where most players communicate on a functional level, the plan was to strategically leverage an untapped space to build stronger connections with customers through copy directions such as Believe in yourself, Make your dream a reality etc.

### **EXECUTION:**

The campaign cleverly highlights relatable stories of the average Nigerian. In life, we face setbacks, we are confronted with daily struggles and find many young people in doubts of their future, several businesses facing uncertainty in a volatile economy and people in a bid to give up on themselves. Some of these stories were highlighted through the TVC using three protagonists in different walks of life, the radio commercial also further reinforces this through

the mention of several situational occasions.

## **ARLA, ARLA DANO & DANO VITAKIDS DEMOCRACY DAY CAMPAIGN**

### **CHALLENGE:**

Develop a social media creative which commemorates democracy day by highlighting the freedom of the Nigerian citizen to show that every individual has a voice and can exercise their fundamental basic human rights and freedom in the nation.

### **THE OBJECTIVE:**

The core feature of democracy is equality, the promise that everyone has a voice and that voice matters. However, due to the deteriorating state of Nigeria's socioeconomic climate, a lot of people have lost faith. They have lost faith in the promise of democracy, and in the possibility of achieving their goals. Below are the objectives of the campaign:

- Position the brand as a patriotic brand
- Demonstrate Dano as the brand that associates with social developments
- To strengthen the emotional connection with the target audience
- Further reinforce the Go for It! campaign message

### **THE CREATIVE IDEA:**

As a brand that nourishes the nation at large, the creative idea for this tactical campaign was to link the essence of democracy and the campaign message "Go for It!". This further strengthens the value of the campaign message by showcasing its scalability towards the different walks of life.

### **EXECUTION:**

We took the "GO FOR IT!" campaign as a medium to address the above-mentioned issues and to remind people that, like the eagle on Nigeria's coat of arms, they can **soar** regardless, and

Arla Dano was there to give them the push they need.