

DDB and Robinsons pack more punch into The Sale Truly Worth Waiting For

The Great Singapore Sale is both every retailer's dream and nightmare. Each year, retailers try to outsmart and out-shout one another in a bid to attract shopping dollars to fill their cash registers. It has become de rigueur for brands to engage in all-out price wars; but after so many years, shoppers have almost come to expect it.

How could Robinsons inject freshness into an event that comes around like clockwork every year?



The concept was adopted in print, radio spots, in-store design, as well as a TV commercial that was executed by Robinsons. To bring the concept to life (and literally into the streets), DDB's own feisty agency crew, decked out in full football gear, barged into the Robinsons store at the sale's launch. Their mock fights over discounted apparel left many early shoppers bemused and will definitely be remembered for a long time.

The Challenge

With up to 70% off, Robinsons' The Sale Truly Worth Waiting For probably packs the best punch in town. But in a shoppers' market, retailers really need to do more than shout "cheap".

The Idea & Execution

We've all heard of shoppers actually getting physical, fighting over a good bargain. The idea was born: Playing up that competitive spirit, DDB drew a parallel between GSS shopping and a good old game of American football.

The embodiment of this – several sporty-looking girls decked out in full attire, complete with helmets, shoulder pads and protective gear. The visual message was loud and clear: The Sale Truly Worth Waiting For was also worth fighting for. Tongue-in-cheek humour delivered a fresh new appeal.

The Results

Based on year-on-year figures, sales have hit the roof. At the card member's preview, sales went up by 14.4%! For the very first weekend, incremental sales were up by 5.2%; and things haven't fully warmed up yet! We're hoping for even more knockout figures.

David Tang

If you'd like to find out more, drop me an email: david.tang@sg.ddb.com



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