

TEAM JAPAN

NAHO MOMOI
HYEWON CHOI

YOUNG SPIKES 2016

**INTEGRATED
COMPETITION**

INSIGHT

@natashasamani

If you can afford the Ritz Carlton then you must be rich.

@naaaaa0929

The Ritz Carlton has opened in my town! But it doesn't matter to ordinary people.

@tomawago

The Ritz Carlton? Yes, I've been to. I went there to use the bathroom!

@sydd_jordan

"If there aren't 36 pillows on my bed I will not sleep" smh rich people at the Ritz Carlton.

@felilleagatha

I can't get close to the Ritz Carlton...

The Ritz-Carlton group is so luxury that the common people feel the project has nothing to do with them.

OBJECTIVES

**To make the project relevant
for everyone** (especially young people)
and to make everyone smile.

HOW

**Rather than serious and emotional
communication, we create fun and socially
viral movement to engage them.**

IDEA

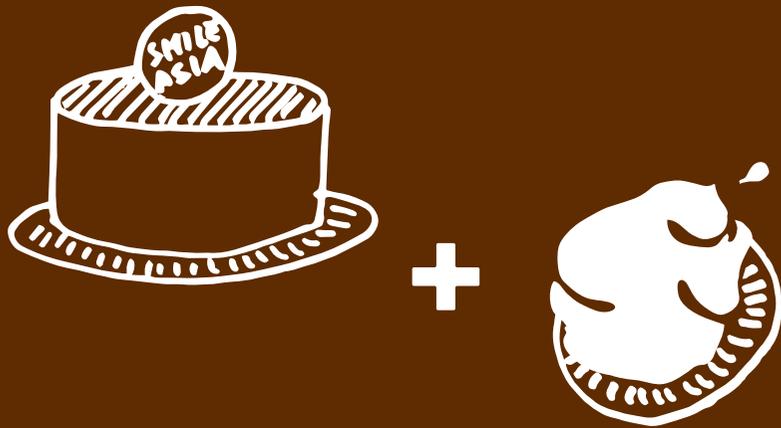
DO OR PIE

1 pie makes a lot of smiles!



When you pre-order the cake, you can get 1 pie to throw.
Dare to your friend to be pied on social media!

@ONLINE
PRE-ORDER



GET 1 PIE TO THROW

@SOCIAL



MENTION THE TAGET

DO



**\$1 DONATION
AND GET PIE**



PIE



Both “DO” and “PIE” makes people smile!

SOCIAL SHARE

#DOorPIE

 **KAREN ABBOTT**
@karen0219

@Arbanjan You made it! I'll throw pie in your face
[#SmileAsiaWeek](#) [#DOorPIE](#)



RETWEETS 29 LIKES 370

10:46 PM - 21 Sep 2016

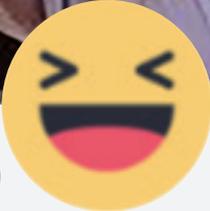
 cel_n



[#lol](#) [#piethrow](#) [#whippedcreamface](#)
[#fun](#) [#smile](#) [#bestfriendtag](#)
[#DOorPIE](#) [#SmileAsiaWeek](#)

 **Shawn Mendes**





Comments 35 Share 3,241

I become a zombie! lol
Children with cleft will be able to smile through
this campaign. Please join us! My next target is you.
[#DOorPIE](#) [#SmileAsiaWeek](#)

YouTube search results for "pie fight"



Can't stop laughing DO or PIE / Smile Asia Week

Freak Family Vlogs
チャンネル登録 803,668
視聴回数 2,977,212 回

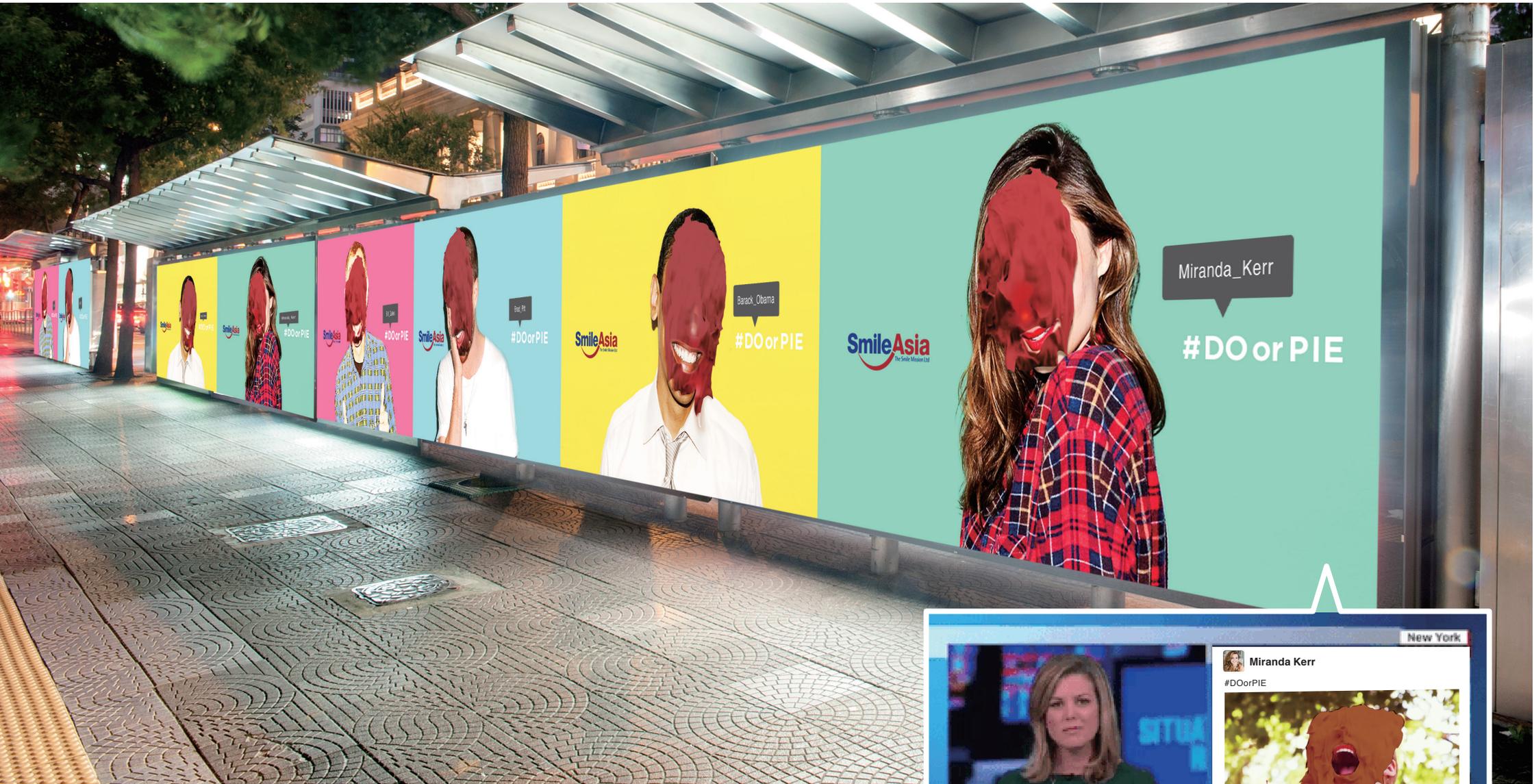
2016/03/27 に公開
Pie Fight in Victoria's Face Toy Freaks Easter Video Bloopers

 Lob Johnston 5,078,250 Loops



I know at least 10 people who wanna
throw a pie in my face, don't miss your
chance! [#DOorPIE](#) [#SmileAsiaWeek](#)

PR & PRINT



A lot of celebrities are also involved in this campaign.
It makes news on social and mass media.
We create outdoor posters by using shared pictures.

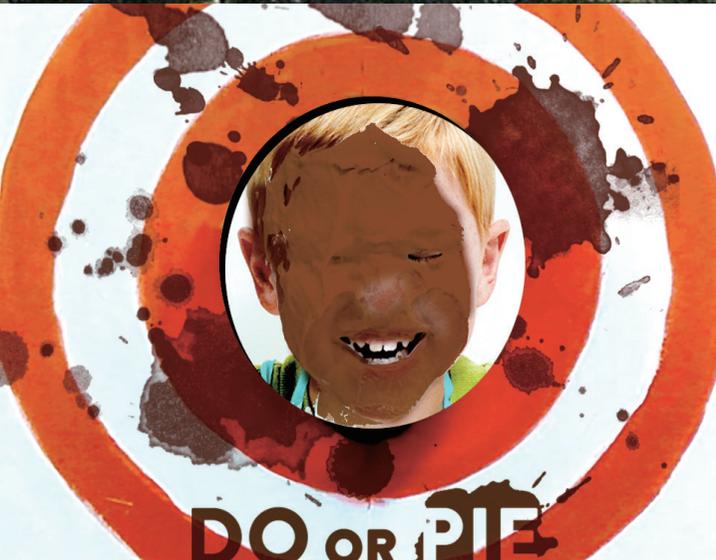


EVENT & TV

SMILE ASIA WEEK



OOH TO PIE



PIE SMILE PHOTOBOOTH



TV SHOW

MOTHER'S DAY



PIE FOR GIFT

SUMMARY

Creating socially viral movement of Pie-throwing to make Smile Asia Week relevant to everyone.

- Activate the ordinary people**
- Spread from social to mass media**
- Use garbage to create a fun**
- Make everyone smile!**