

MARKETING WORKSHOP 'COMPETITIONS'

7th September 2011



CLEMENGER BBDO

LIQUID
INTERACTIVE



CASE STUDY - KRAFT

“Real Women of Philadelphia”

Agency: Digitas, New York (2010)



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VIDEO



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CAMPAIGN SUMMARY

- 16 weeks
- Competition hosted by Celebrity chef
- Seeded (launched) online
- Video recipes entries online
- 4 winners to become ambassadors for the brand



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SUCCESS FOR KRAFT

- 5,000 video recipes were submitted
- National 'earned' media coverage
 - TV, Radio, Print and Online
 - From launch, to weekly winners, finalists and winners
- 220,000 strong community / ambassadors acquired
- Realwomenofphiladelphia.com now a community hub for women to share ideas, interact and inspire
- Has become a platform for annual competition and ongoing loyalty program and CRM brand tool

- Interestingly, no mention of sales increase?



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KEY LEARNINGS DISCUSSION

“Was it successful? And Why?”



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WHAT WAS KRAFT'S CORE
OBJECTIVE?



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OBJECTIVES

- Build a strong community of brand loyalists & advocates
- With a longer term view of sales growth:
 - through advocate influence (the hallow affect)
 - complete customer loyalty
 - versatility of product applications



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WHO DID THEY IDENTIFY AS
THEIR AUDIENCE FOR
SUCCESS?



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FOCUSED SEGMENT – BEYOND THE WOMAN

- Real women – heartland USA
- Genuine – heart on their sleeves
- Hard working Moms
- Enthusiastic Cooks
 - Passionate
 - Highly involved



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WHAT DID THEY IDENTIFY AS
THE KEY MOTIVATORS?



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SIMPLE BUT POWERFUL INSIGHTS

- Mum loves a little bit of support and recognition for all she does
- No-one appreciates Mums like other mums – recognition from peers



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CAMPAIGN'S MIX OF INGREDIENTS FOR SUCCESS?



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COMM'S STRATEGY

- Put mum's hard working skills and passion to good use
- For everyone to share and appreciate
- Connecting her with likeminded souls (her peers)
- And reward her talents amidst her peers
- For them, and them alone (no advertising, segment specific)
- All American Chef – “Paula Deen”:
 - Famous status creates PR without having to boast about competition
 - Brings high credibility – well respected
 - High relevance – authentic, genuine, passionate/enthusiastic, mother of 2, supportive and helpful (by your side at every step).



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ROLL OUT / LOGISTICS

- 'Paula' as the PR launch vehicle and competition endorser, scout, coach / tips, encouragement, award presenter, etc.
- Weekly themed challenges (side dishes, appetizers, desserts, etc) to keep competition fresh, interesting and engaging
- 1 point of entry - Video recipe + personality
- Peers judging peers
- Weekly attainable prizes (\$500) for successful recipes
- 4 winners become 'official' brand ambassadors
 - Philadelphia Cookbook
 - \$100,000 prize money (\$25,000 each)
- Proper / live award ceremony presentation broadcasted to the 220,000 strong online community



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MORE LEARNINGS FROM WORLDWIDE CASE STUDIES

(McCain, Kraft Foods, Bugaboo, Ikea)



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UNDERSTANDING ROLES OF COMPETITIONS



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WHY BRANDS DO COMPETITIONS

CREATE SALES SPIKES

- Retail based competitions
- Shorter term results (\$\$\$)
- Quantity of entries
- Lower involvement
- Lower engagement
- Extra customer value
- Without discounting product
- Incentive for brand trial
- Immediate customer reward
- But superficial
- It ends here.

BUILDING CUSTOMER LOYALTY

- Brand building communities
- Larger and longer term investment (relationship)
- Quality of entries
- Higher involvement
- Higher engagement
- Experiencing the brand beyond its functional product benefit
- Deeper connections
- Turning customers into advocates and more importantly influencers
- Ongoing



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CONTEXTUAL MOTIVATIONS



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MUM'S KEY MOTIVATORS (IN CONTEXT)

INTERNAL REWARDS

- More quality time with her family (together)
- Bringing the family closer
- Providing for her family
- To ensure each family member has a good time
- Sharing
- Support / empathy
- Self worth (to feel connected, empowered and in control of their lives)

EXTERNAL REWARDS

- Time off (weekend away / holiday)
- Save time
- Ideas / tools (for family bonding / child development / home management)
- Savings / money for the family
- Make-overs (free)
- Recognition (peers)



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10 Things to remember when targeting Mums

1. Mums won't be won over by push messages. We need to join the conversation.
2. Mum looks for a relationship – two way dialogue that shows we listen/respond
3. Mum likes transparency
4. They don't expect brands to be perfect, but expect honesty.
5. Give them the tools / knowledge they need for them to customise and make them their own.
6. Mums like relevancy. Fill a need, answer questions, value her opinion, and let her see action taken.
7. Mums like you to get to the point. They're busy, so let's be authentic, clear, and genuine. Otherwise, the response will be skepticism.
8. Mums love to be comfortable with decisions, and information is key to comfort. Make their homework easier.
9. Mums are as pragmatic as emotional. Comms need to cover both sides of the conversation.
10. They like stories – not selling!



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WHAT WORKS



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DEPENDING ON COMPETITION OBJECTIVES

CREATE SALES SPIKES

- Mass
- Definite prize (ie buy one, get one free)
- Instant wins (enter and find out straight away)
- Two points of entry for ease (SMS & Web)
- The less to do the better
- Lots of smaller prizes (attainable)
- Relevance of prizes – grocery vouchers to holidays

BUILDING CUSTOMER LOYALTY

- Quality and relevance of content, useful.
- Segment specific (like minded)
- The journey is as important as the outcome
- Attainable prizes still relevant, along with major prize
- But major rewards are more about what money can't buy – 'Earned'
- One point of entry
- Online is the perfect environment – communicating, listening, sharing, proof of action etc.



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ENDS.



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