

#IPA  
Social  
Works

Mondelez International  
How Creme Egg  
involved its fans to  
identify engaging  
content and grow  
sales

Agencies: Elvis, Fallon, Ipsos,  
Kantar, Nielsen, PHD

The first cross-industry collaboration between



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## Market Context

The market to satisfy consumers' snacking occasions is a highly competitive and fragmented one.

Even though Creme Egg had thrived for more than four decades in the UK market, the brand needed to contend with growing levels of advertising spend and price promotion by the competition and also had a requirement to support an Olympic sponsorship. Sales of single Creme Eggs had been down in 2011 and 2012.

## Business and Marketing Objectives

For 2013, Creme Egg needed to reinvigorate and cement its place as a sign post for Easter. For most of the year, Creme Eggs are not available in stores, so the weeks preceding Easter are the key annual sales window for the product.

The brand needed to remove additional layers of communication placed on the brand that were diluting its core messages. It needed to drive and highlight these core brand messages and go 'back to basics' among its principal audience of 16-24-year-olds.

The key objective of the campaign was to focus on driving awareness that 'Creme Eggs are back!' and highlight the 'limited availability/seasonality' message to create anticipation and a sense of urgency. Creme Egg needed a fast start to its selling season and to reverse the decline in single sales by encouraging many consumers to buy once, as opposed to a few consumers buying lots of times.

## Channel Choice

With limited investment compared to the competition, Creme Egg needed a channel strategy that recognised its core consumers were in control of what they view, what they share, how they view and on what screen. Previous tactics simply wouldn't work as well as before.

The Creme Egg core target is hard to reach in traditional media channels but does however strongly over-index on Facebook and mobile platforms, where it appears in meaningful numbers. Facebook's user base includes six million 16-24 year-olds – or over 80% of all 16-24-year-olds in the UK, and 75% of those Facebook interactions are via mobile. Taking into account that Creme Egg also had 2.6 million fans on its Facebook page, it was clear that social media, Facebook, in particular, were a natural channel choice in order to communicate with our audience at scale with the creative proposition of 'Having a Fling with a Creme Egg'.

# Creative/media Strategy

Knowing all this, Creme Egg set in place a strategy to publish lots of small pieces of content within the 'Having a fling with Creme Egg' creative idea. This approach had the involvement of creative, media and digital agency partners, as well as Facebook themselves.

The agency teams continually monitored which pieces of content were getting the highest engagement scores. Once a piece of content reached a certain engagement score, it was then supported with paid for media to spread that message far and wide to other fans and non-fans alike within the target demographic.

Part of the campaign budget was held back and only used to support content that reached certain engagement metrics, in contrast to a traditional model where an advertiser would make a decision on the quality of content upfront and then use paid media to let consumers see it.

# Measurement

Like any other business, Creme Egg needs to justify its marketing expenditure and prove the returns it has generated for the wider business. At the outset of working with Facebook, the brand consulted with Kantar, Nielsen and IPSOS on a way to measure success.

Kantar measured the sales effect of the campaign, Nielsen the reach, and IPSOS its effect on brand metrics.

Sales effect was measured by placing electronic tags on all the paid media messages and then matching the users exposed to these messages with users on the Kantar shopper panel, which monitors all household spend for goods brought into the home. Using this method, Kantar was able to compare purchase behaviour of those exposed to advertising messages and those that were not, for TV, VOD, Outdoor, Facebook and other digital advertising.

Nielsen's measurement of reach used an approach of combining BARB viewing data with Facebook user data to identify the reach of TV and Facebook as separate channels as well as their combined reach.

Finally, IPSOS used its tried and trusted method of showing visual stimulus from across the whole campaign to a panel in order to measure awareness, recognition and brand favourability.

Creme Egg also measured changes in the brand's engagement measures and fan numbers on Facebook as a guide to improvements in reach achieved.

# Results/business benefits

Measured ROI showed TV was the best performing channel with Facebook second.

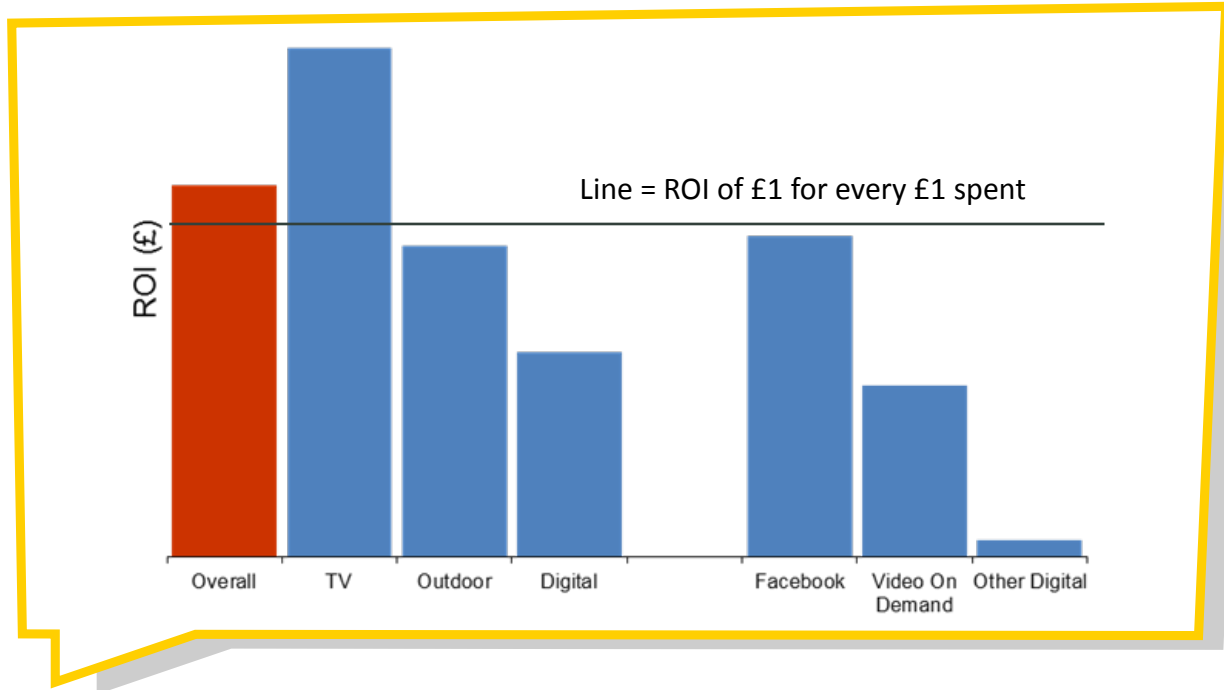


Fig 1: Comparing the ROI of different channels used by Creme Egg.

More tellingly, those exposed to TV and Facebook, saw a significant uplift in ROI, demonstrating that that exposure of the campaign on Facebook led to an improved ROI for TV and vice versa.

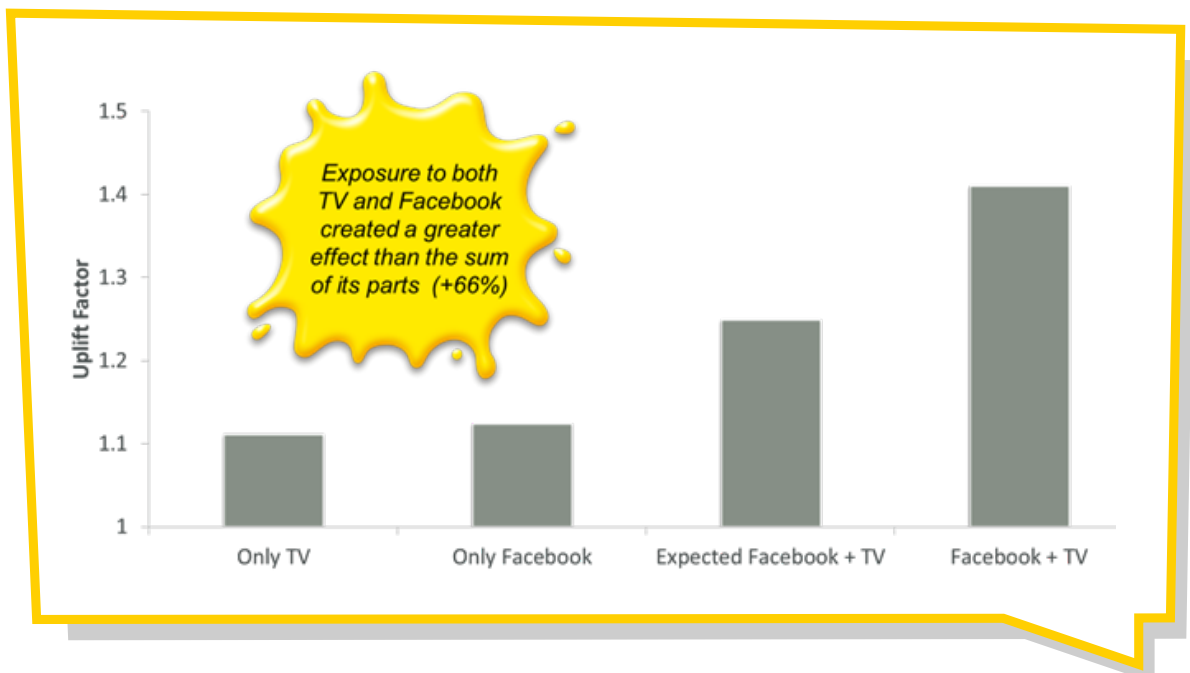


Fig 2: Those exposed to the campaign on TV + Facebook record a greater uplift in purchasing.

Nielsen calculated that the Facebook campaign on its own delivered 21% unique reach among the target audience, i.e. those young consumers who didn't see the TV or Outdoor campaign.

IPSOS demonstrated that the Facebook element of the campaign drove 4x the uplift in purchase intent among those exposed to TV and Facebook, versus those exposed to TV alone. Also brand consideration via Facebook was on par with TV at 18%, although Facebook only accounted for 30% of the overall media budget – a much smaller share than TV.

Most importantly, Creme Egg turned around the sales decline in single eggs from the previous two years.

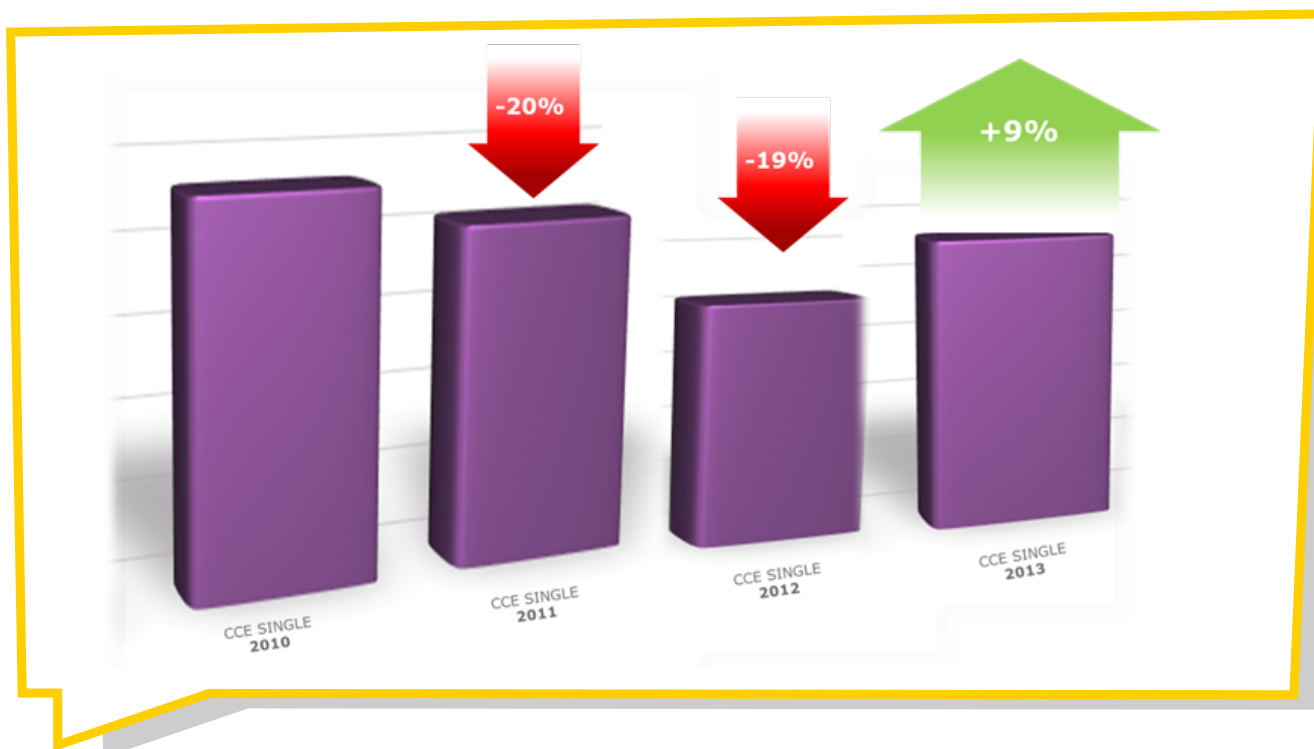


Fig 3: Sales of single Creme Eggs in 2013 increased.

## Key learnings

Using social media successfully to drive sales in FMCG products relies on some essential ways of working:

- A clear rationale for why social media is the right channel to communicate with your audience at a meaningful scale.
- Commitment in terms of paid for media support.
- Engagement and buy in of senior stakeholders.
- Collaboration and commitment of all agency partners to the strategy and a different way of working.
- A continual focus on the objectives of the campaign brief and measurement in pursuit of those objectives.
- A willingness to listen and respond to your fan base.

# The Steering Group

Stephen Maher	MBA (Chair)	Nigel Gwilliam	IPA
Prof. Paddy Barwise	London Business School (academic advisor)	Jed Hallam	Mindshare
Jenny Burns	RSA	Janet Hull	IPA
Fran Cassidy	Cassidy Media P'ship	Chris MacLeod	TfL
James Devon	MBA	Peter Markey	RSA
Simeon Duckworth	Mindshare	Jake Steadman	Twitter
Mark Earls	Herdmeister	Christian Walsh	MRS
Jane Frost	MRS	Christopher Wellbelove	BT
Gemma Greaves	The Marketing Society	Lucy Whitehead	TfL
Keith Gulliver	RSA	Sarah Woodley	The Marketing Society

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### Contact

- [nigel@ipa.co.uk](mailto:nigel@ipa.co.uk)  
- [sarahw@marketingsociety.co.uk](mailto:sarahw@marketingsociety.co.uk)  
- [christian.walsh@mrs.org.uk](mailto:christian.walsh@mrs.org.uk)

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