

Mattessons Fridge Raiders
**FMCG snack brand
uses social media to
engage with teens**

Agency: Saatchi and Saatchi

Client: Kerry Foods

Econometrics/modelling: Bright Blue Consulting

The first cross-industry collaboration between



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Market context

Fridge Raiders is a meat snack which has two, linked customers: teenagers and the mums who shop for them.

The product was launched in 2006 by Mattessons which is best known for producing chilled cooked meats. In the UK, meat snacks are a relatively undeveloped niche, accounting for just 2% of 2011 sales in the total salty snacks category which is dominated by crisps. (Source: Mintel).

In 2012, Fridge Raiders sales were in decline, with total sales in the meat snack segment also down as a result of price increases. Competition came from own-label alternatives and Fridge Raiders were increasingly sold on promotion which had a damaging effect on the brand's sales value.

Business/marketing objectives

A new marketing strategy was developed with the aim of reversing the brand's sales decline.

The objectives were to grow sales by increasing penetration and purchase frequency. The role of communications was to position Fridge Raiders as a better after-school snack choice than crisps, using separate approaches for mums and teenagers.

As a 100% chicken protein product, Fridge Raiders could deliver a filling, fast, flavoursome snack that would appeal to time-pressed mums as a healthier way of satisfying hungry kids quickly until they had their evening meal.

For teenagers, Fridge Raiders wanted to market itself as the ideal post-school snack for teenage gamers. Research uncovered that 61% of teens played computer games after school, with 66% eating while they played. Eating crisps whilst playing games was less than ideal as it could result in greasy game controls and spilt crumbs whilst not staving off hunger pains. So the aim was to underline Fridge Raiders as a better choice for gamers during this snacking occasion.

A humorous TV campaign aimed at housewives in the summer of 2012 played on the expression, 'Hank Marvin' (the lead guitarist of the 1950s guitar band, the Shadows, whose name is rhyming slang for starving), with schoolchildren costumed as the guitarist to a soundtrack of one of the band's biggest hits. The main child in the ad returned to his normal self only after his mum fed him Fridge Raiders. This TV campaign was allied to a significant promotional effort and sales rose.

Some 82% of consumers exposed to the TV advertising associated Fridge Raiders with the after-school or after-work occasion.

The social media campaign which followed in early 2013 aimed to connect Fridge Raiders to after-school computer game play by drawing in interest and participation from gamers and underlining how Fridge Raiders could be incorporated into mid-game snacking.

Channel choice

Gamers are heavy users of Facebook, Twitter and YouTube and influenced by their peers. In turn, games celebrities use social media to promote themselves and their activities, and large communities and influence build up around them.

By partnering with one such games celebrity, Fridge Raiders could efficiently target teenage gamers, encourage them to participate in a challenge, and build the brand's awareness and games association among this audience.

Fridge Raiders teamed up with The Syndicate Project (aka Tom Cassell), a gaming celebrity with over 6m YouTube subscribers (www.youtube.com/user/TheSyndicateProject), 1m Twitter followers (www.twitter.com/ProSyndicate) and 645,000 Facebook fans (www.facebook.com/TheSyndicateProject).

Creative strategy

Fridge Raiders and The Syndicate Project jointly challenged gamers to invent a hands-free snacking and gaming device that would allow gamers to eat Fridge Raiders without disrupting their gaming (see www.youtube.com/watch?v=qX80mkOGkQ8).

Syndicate asked his followers to submit their ideas for the new device via Facebook, YouTube and Twitter.

Some 15,000 sent in suggestions and a few of these were selected to turn into prototypes.

To maintain engagement levels among fans during the process, daily Facebook updates were posted and weekly video updates broadcast on YouTube.

The winning device, the MMM3000 Ultimate Gaming Helmet, was delivered to Syndicate by the Royal Marines. He unboxed the device live online as his fans watched (www.youtube.com/watch?v=2LdWEVoy4zc).

Communication metrics

This digital activity was a first for the brand, and built a social footprint for Fridge Raiders from the ground up.

- Fridge Raiders Facebook fans (www.facebook.com/fridgeraiders) went from zero to 127,000 during the campaign
- Facebook media achieved a CTR of 0.6%, versus the industry average of 0.04%
- Video content was viewed over 3m times, with 291,000 YouTube likes
- The campaign generated 126m impressions with a reach of 31m

Measurement

Typically, FMCG brands spend small sums on social media. It can be hard to justify research to measure such small budgets to isolate any particular sales uplifts they deliver from the impact of the much larger budgets FMCG brands spend on promotions.

However, in this case Fridge Raiders and Bright Blue, the consultancy, built market mix econometric models to isolate the impact of social media and eliminate the influence of other factors, including promotions, seasonality, competitor activity, TV campaigns and distribution. The models have 99% statistical confidence.

The eight-week social campaign started in January 2013, and there was no other concurrent promotional or marketing activity.

Results

After allowing for all other sales drivers, base sales that can be attributed to the social media campaign rose by 20pc during the eight-week campaign period.

The ROI was £2.44 for every £1 invested, making the campaign approximately 40% more efficient than the brand's next best performing media channel, TV.

Among brand metrics measured between November 2012 and April 2013, 'Heard of' rose from 61% to 66%, and 'Consideration' went from 1% to 3%. However, given both the extended time period and difficulties in isolating other factors, these figures cannot be attributed solely to the social media campaign.

Key learning

Given this campaign's success in ROI terms and the performance of the social media channel, Kerry Foods intends to repeat its efforts in 2014.

The Steering Group

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Jane Frost	MRS	Christopher Wellbelove	BT
Gemma Greaves	The Marketing Society	Lucy Whitehead	TfL
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More information

For the first time, the IPA, The Marketing Society and MRS have joined together to launch a cross-industry initiative.

#IPASocialWorks, with sponsorship from Facebook, LinkedIn and Twitter, will identify good practice in social media effectiveness and measurement.

Visit

www.ipa.co.uk/effectiveness

www.marsoc.co/IPAsocialworks

www.mrs.org.uk/social

-See case studies from BT, Fridge Raiders, O2, TfL, Iceland Tourism and others that have passed review.

Contact us

We want to hear from you - whether you want to submit case studies, collaborate on a wiki, or share your/your company's expertise in another way.

Contact

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