

CAANZ Beacon Awards 2015

Case Study

Agency Name: MBM
Advertiser Name: JH Whittaker's & Son Limited
Gold Beacon Award Category: Best Launch

Hundreds & Thousands Block Launch

A live social event to launch the new Whittaker's and Griffin's: The 100s & 1000s Chocolate Block resulted in fantastic feedback and demand for the new product, as well as Gold in the Beacon Awards Best Launch category for MBM

Background

Hot on the heels of the hugely successful Whittaker's L&P collaboration, MBM was asked to launch Whittaker's new chocolate bar, a collaboration with another favourite Kiwi brand - Whittaker's and Griffin's: The 100s & 1000s Chocolate Block.

Campaign Objective

MBM was asked to launch Whittaker's new chocolate bar: Whittaker's and Griffin's: The 100s & 1000s Chocolate Block.

With a media budget just a quarter of the size of the Whittaker's L&P collaboration, MBM stepped up to the challenge to drive engagement, talkability and sales for the new product.

Campaign Overview

The idea for the campaign came from a whimsical, emotive insight based on a human truth every 6-year-old in the land knows: "everything is better with 100s & 1000s".

In keeping with the emotive insight, MBM approach was to launch the product to Whittakers' and Griffins' communities on social media with an almost real-time event on Facebook to illustrate that "everything really is better with 100s and 1000s".

MBM approached Whittakers' creative agency to create the online "ads" in near real-time, images that in effect would be directed by Whittakers' fans.

Then MBM went to Whitaker's with a single piece of A4 paper outlining the idea and how it could come to life...

Media Strategy

A social mission control centre was established to run the two Facebook pages and a Twitter feed, while the creative agency was based next door. The creative team comprised a creative, a photographer, a lighting person and runner who was tasked with trekking across Wellington to find items that the Whittaker's community suggested they cover in 100s & 1000s.

The day prior to the product hitting shelves, the new chocolate block was announced to both Whittakers' and Griffins' Facebook communities and on Whittakers' Twitter feed with new cover imagery showcasing the collaboration.

The first pre-shot item covered in 100s & 1000s was released and promoted to Whittakers' fan base and shared across on Griffins' page, and MBM invited fans to tell them what else they wanted to see covered in 100s & 1000s. MBM also invited people to give it a go themselves and upload their own images to the 100s & 1000s image gallery app on Facebook.

For eight hours MBM released a combination of pre-conceived images and live responses to suggestions as a mix of organic posts coupled with promoting posts. By the end of the day, 35 pieces of bespoke, near live content had been covered in 100s & 1000s and then shot and posted; everything from toothbrushes, TV remotes, cars, road cones, pencils, shoes, handbags, phones, planes, and people's faces. As the same time fans had also been driven to a Win app on both Griffins' and Whittakers' page for a chance to win the product.

The following day when the product hit the shelves, MBM kept the volume up with a homepage takeover on NZ Herald and a reach block to Facebook, coupled with in-store displays.

Results

The live social event kicked off the collaboration launch with a bang. The two-way, real-time content creation drove engagement and talkability with the people who love the brand the most.

The live one day social event reached hundreds of thousands of New Zealanders on the event day, and introduced over five thousand new fans to the Whittaker's Facebook page.

Bloggers and social media commentators picked up on the and soon the mainstream media was abuzz, calling for interviews with the client. Fans were asking supermarket staff where the product was, and the trade responded with increased orders.

The chocolate block generated record sales orders for Whittaker's - breaking the Whittaker's L&P launch record.