

PREMIA „KLASIKA” ICE-CREAM HUNT

WHY SHOULD YOU CARE?

Last year millions of people all over the world were captivated by the mobile game “Pokemon GO”. People were seen hunting down magical creatures in the streets by using their mobile phones. Based on this success story, we decided to offer our client “Premia” to transfer summer ice-cream campaign to the streets of the biggest cities in Lithuania as well. The idea was to “hunt down” free ice-cream by finding ice-cream on the interactive mobile map.

TASK

Throughout a short period of time and with a relatively small budget we had to capture user’s attention, increase awareness of the brand and encourage purchases made by younger audience by using different media channels, yet adopt unified strategy.

CULTURAL OPPORTUNITY

In Lithuania, there is a vast selection of ice-cream brands, therefore the competition is fierce. In order to be noticed in all the marketing noise, one has to stand out and engage.

Younger audience heavily uses internet daily and one of the main means is mobile devices. Therefore, if we want to raise awareness of the ice-cream brand among younger audience, we have to find innovative, digital-based and mobile-accessible solutions.

STRATEGY AND EXECUTION

The main idea came from the concept of ice-cream “hunt”. In order to raise awareness of “Premia” as a positive ice-cream brand, we decided to engage customers in a playful and fun game of “hunting down” free ice-cream portions. Campaign was geo-targeting 6 main cities. Banners were placed in the most popular internet portals and social media (Facebook and Instagram) inviting users to “hunt down” a free portion of ice-cream in their city. After expanding the banner, users landed on an interactive map of the city where the user was located and was showed a pin, where he or she could go to get a free portion of ice-cream.

Each day in the 6 cities a pin would appear in a popular place (changing every day) at a particular time showing how many free portions of ice-cream are at that point. The pin was active from morning till dawn and the banners leading to an interactive map with pins were shown in portals and social networks simultaneously only at the time the pins were active. After clicking on a banner, user could see his or her location on the map and distance to the nearest pin where he or she could go to “hunt” free ice-cream. Once a user got to the pin as close as at least 50 meters, he/she had to press on the pin and after that register to claim free portion of ice-cream. After registration, user received a unique code with which they could redeem the free portion of ice-cream at a nearest gas station.

RESULTS

Campaign lasted four weeks and 2000 portions were given away. It was a never-seen-before usage of interactive map that reminded users of the famous “Pokemon GO” game, where they had to actually go somewhere to “catch” the free portion of ice-cream. The results were amazing – instead of anticipated 0,48% CTR, it was 0,83% – almost double the amount. The amount of impressions was 87% more than we had planned – also almost double the amount we expected and the banners were clicked almost 3 times more than we planned. Therefore, the campaign reached much more users and despite that the amount reached increased significantly, engagement rate did not drop, but increased as well proving that the campaign was successful not only communication wise, but also it was perceived as an attention-grabbing and engaging one as well.

