

35,000 email addresses

of people who want to taste the chocolate in a single day!

Campaign ID

Advertiser: Masterfoods – Mars Planets
Publisher: MSN UK
Target Audience: 18-34 year olds
Interactive Features: Expandable Banner;
 In-banner Game; Data Capture

Campaign Highlights

- Run-of-network: combined Portal, Messenger and Hotmail, in a single day
- Engagement, interactivity and data capture were the key measurements, not click through
- 18% banner interaction rate
- 60% played game twice

Campaign Objectives

- Establish high visibility for the product
- Maximize user interaction with the brand
- Obtain a high interaction rate as a way of justifying branding capabilities
- Finally, the brand hoped to compel interested consumers to sample the chocolate without the need to click through to a mini-site



It's MARS but not as you know it - 60% of users played the game more than once



Strategy

TO ENGAGE USERS wherever they were that same day, the focus was on Run of Communication Network for MSN UK – that is homepage, Live Mail and Messenger. Wherever you access the MSN brand that day, you were presented with the Mars Planets message.

The campaign's strategy was bold, in that it entailed a rather forward-minded risk: there was little focus on click-through and high importance given to interaction and data capture, which was more relevant to the objective of building broad brand awareness and engagement.

Masterfoods created a contest, where the winner received three months' supply of the product. To drive interest and engagement, a series of ads was developed around the idea of "Mix It Up."

Reinforcing the theme of high interactivity, an overlay to MPU of spinning planets attracted users' attention and engaged them with the ad immediately.

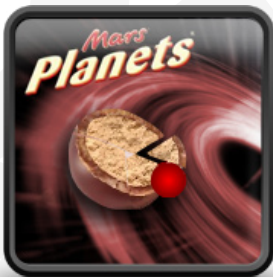
The users could interact with the banner which launched a game to fire candy from a canon. It ended up with data capture.

Results

- **35,000** people wanted to taste the product
- **10%** of users played the game
- **60%** played more than once
- **18%** interacted with IM banners - especially notable because it supported the initial strategy, which was to collect data and sign people up for the competition in-banner, as opposed to relying on the old-style “click-through and convert” method.
- Brand exposure was **10x** more in IM than on homepage

Demos of the Mars Planets ad creative are available at the following links:

Login MPU



Synchronised



Messenger

