mediamind™

Behavioral Sequencing –

LH Media / Strauss-Elite

Bubble Gum Launched through Cross Channel Virtual Character Game

Overview

LH Media developed an entire universe around the concept of 'long-lasting' MUST gum, with long-lasting results for the client. The campaign centered on a multi-channel competition that spanned rich media, email and social media. Users were encouraged to play with their unique Mustika character – the more they played, the more points they gained.

The Grand Prize? A trip for 2 to Paris!

How it Worked

- Users custom create a 'mustika' character
- Then users start collecting points
  - Create a character: earn 50 points
  - Send the character to a friend: earn 100 points for every friend who clicks on the link
  - Update a Facebook page with the character: earn 300 points
  - Invest in the relationship with the character such as playing games on the mini-site: earn an unlimited amount of points

Goals

- To launch the MUST Long Last brand to target audiences
- To generate buzz around new gum flavors
- To increase market share and sales

Campaign Details

Advertiser: Strauss-Elite

Campaign: MUST Long Last

Media Buy: LH Media

Creative Agency: LH Media

Interactive Features: Behavioral Sequencing, Data Capture

Lior's Gum - the relationship lasted 5 minutes, earning Lior 80 points.

The Creative Idea

Develop a Long-Lasting, Real, Meaningful and Beneficial Relationship between the Consumer and the MUST Brand

The campaign used a unique interface – a 'banner-site.' These expandable banners enabled the user to create a personalized character (hair, shoes, glasses, etc.) all within the banner using Data Capture. Once registered, users became a part of the competition. The user was then served personalized banners using Behavioral Targeting with irresistible creative messaging that encouraged continuous interaction with their character. Every time they interacted with their character, points were collected.

At the end of the game, the surfers who invested the most in their character and earned the most points won incredible prizes. The grand prize was a trip for 2 to Paris, including flight plus three nights in a hotel. The next 3 winners were awarded a prize that lasts and lasts – a personal supply of MUST gum for a year.

I am looking for a long-lasting relationship to take me to Paris.

Create your own MUSTIKA character. Choose their hair, shoes, glasses etc.

Want to fly to Paris?

Spend time with your character and maybe you will be the one to win a vacation for two...

> **"** *We saw from the results that this campaign was different... In a typical campaign, as the frequency rises, the interaction rate tends to go down. But here, because we used behavioral targeting, it was as if the user was shown the banner for the first time and continued to interact. MediaMind's Behavioral Targeting definitely did its job.* **"**
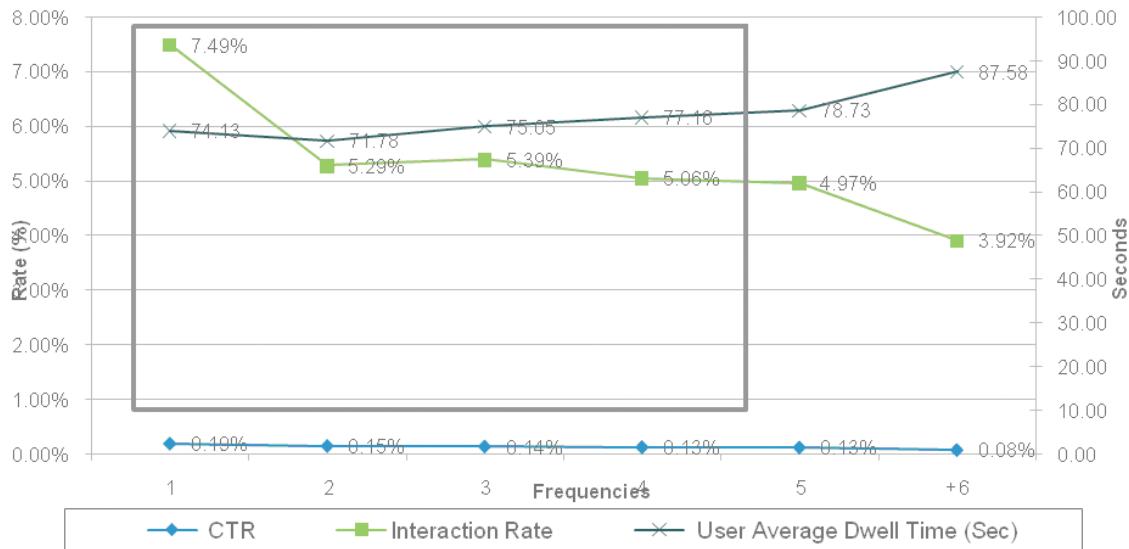
Tomer Poplavski | Head of Interactive Department,
LH Media

Results

The use of Behavioral Targeting to personalize the campaign and to maintain user interest helped maintain strong results throughout. As shown in the graph below, the users' behavior was stable and consistent until the fifth exposure to the campaign.

As the average frequency of the campaign was **4.3**, it means that the campaign's maximum potential exposure was attained.

MUST Performance by Frequency

Graph showing CTR, Interaction Rate, and User Average Dwell Time (Sec) by Frequencies (1, 2, 3, 4, 5, +6).

- Interaction Rate: 7.49%, 5.29%, 5.39%, 5.06%, 4.97%, 3.92%
- User Average Dwell Time (Sec): 74.13, 71.78, 75.05, 77.16, 78.73, 87.58
- CTR: 0.19%, 0.15%, 0.14%, 0.13%, 0.13%, 0.08%

Lior - I need to get past all of the jellyfish to eat a croissant with you in Paris!