

SPLENDA® MIST™ No Calorie Sweetener

“Facebook is one of the most efficient and cost-effective ways to engage a target demographic and to get fast, real world feedback on brand innovations.”

—Kacey Dreby, Product Director, SPLENDA® Brand Innovation

Objective

McNeil Nutritionals, a Johnson & Johnson company, was looking for the most effective way to test market SPLENDA® MIST™, a spray form of SPLENDA® No Calorie Sweetener. In order to drive awareness among the target consumer (women 25+), facilitate sampling of and solicit feedback on the product, the SPLENDA® Brand turned to Facebook for its rich targeting and engaged online audience.

Solution

The SPLENDA® Brand utilized Facebook advertising, marketing, and developer platforms to create the first-ever product launch and sampling campaign on Facebook.

- **Facebook Page:** The SPLENDA® MIST™ No Calorie Sweetener product page engaged consumers via interactive elements such as recipes, quizzes and more. Additionally, all key elements of the page were viral, enhancing the awareness and reach of the product and promotion.
- **Facebook Application:** The SPLENDA® Brand created a custom sampling application for the SPLENDA® MIST™ on its product page that enabled consumers to sign up to receive free product samples as well as information and email communications from the Brand.
- **Facebook Ads:** Leveraging Facebook’s targeting capabilities, the SPLENDA® Brand utilized home page ads to reach the desired demographic and drive traffic to the SPLENDA® MIST™ No Calorie Sweetener product page.

Facebook Page

Results

The SPLENDA® MIST™ No Calorie Sweetener test launch on Facebook exceeded all Brand expectations, demonstrating the power of Facebook as a highly effective tool for driving consumer engagement and feedback. The unprecedented campaign also won multiple internal awards at J&J.

Key Metrics

- All 16,000+ samples of SPLENDA® MIST™ No Calorie Sweetener were distributed in just two weeks, which greatly surpassed the brand’s objective of delivering 10,000 samples in 12 weeks
- Within the first two weeks of launch, more than 3,100 Facebook users became fans of the new product, before it was even widely available in market
- Consumers were highly engaged with the product; 1,500 product testers provided feedback within three days of receiving a survey invitation
- Additionally, as a result of buzz built around SPLENDA® MIST™ No Calorie Sweetener, unsolicited product mentions appeared on Glamour.com, Hungry Girl, the Today Show and more

Key Research Findings:

- The SPLENDA® Brand learned that 9 out of 10 people exposed to the product on Facebook suggested it to a friend
- Purchase intent for the SPLENDA® Brand grew from 39% to 75%
- Overall brand liking grew from 75% to 97%
- Overall brand relevance grew from 53% to 89%



Facebook Home Page Ad

