

# Unilever

## Company Background

Unilever owns 400 brands spanning 14 categories of home, personal care and foods products. These brands range from much-loved world favourites including Lipton, Knorr, Dove and Omo, to trusted local brands such as Lynx and Persil. Marmite spread, derived from brewer's yeast, introduced its Marmite Cereal Bar in October 2009, the world's first savoury cereal bar.

## Objective

In early 2010, Unilever launched a campaign on Facebook to distribute samples of its new Marmite Cereal Bar and to drive awareness of the new product. As part of raising awareness, the company also sought to increase the number of users who connected to the Marmite Cereal Bars Facebook Page, the free public profile that enables companies to share their business and products with Facebook users on an ongoing basis. The activity on Facebook was part of an integrated campaign that included print media to raise awareness as well as additional sampling initiatives through digital Transvision screens and escalator panels. Mindshare served as Unilever's planning and buying agency for the campaign.

*"Facebook offers a great opportunity for us to engage with our consumers in a place where they are already spending lots of time. The Marmite sampling activity is a great example of how we've worked closely with Facebook to innovate in this area."*



**Amanda Smith**

Interactive Marketing Manager, Unilever

## Facebook Executive Summary

### Client:



### Agency:



### Objective:

To distribute samples of a new cereal bar and to drive awareness of the new product by increasing connections to the brand's Facebook Page

### Solution:

A Facebook Sampling Ads campaign to seed the sampling initiative that let redeem a sample on the Facebook Home Page

### Key Lessons:

- Using Facebook to help launch a new product can leverage both the platform's viral nature and the fact that users are more likely to try products when they're recommended by their friends
- Facebook can offer valuable earned media, as brand loyalists will continue to discuss products on Facebook long after an advertising campaign has officially ended

## Approach

Unilever ran a heavy burst of activity on Facebook across a two-week period in February 2010. The company took advantage of Facebook Targeting to target its ads to mums and adults 16– to 44-years-old. Targeting on Facebook allows the most likely customers to be reached based on information they list in their profiles, without revealing the personal data of the people who fit into the targeting categories.

Unilever ran a Sampling Ad with an ad headline that read “Free Marmite Cereal Bar” The Ad invited users to “Try the world’s first savoury cereal bar for free.” It also included social context, displaying the names of the users friends who had requested a free sample.

Once users clicked on the call-to-action in the Ad, they were given the unique opportunity to fill out their shipping address, within the Ad Unit, providing them with a quick and easy way to request a sample without leaving their Newsfeed.

Unilever was the first UK Fast Moving Consumer Goods (FMCG) company to run this format on Facebook in the UK.



## Results

- The campaign on Facebook generated 21.5 million impressions over the course of the campaign



- The overall engagement rate during the campaign was 0.27 percent
- Through the Facebook sampling initiative, Unilever delivered 33,000 samples of the Marmite Cereal Bar in two weeks to the target audience of mums and 16 – to 44-year-old adults
- The campaign grew the Marmite core Facebook Page by 10 percent, with a total of 300,000 people connected to the Page. By early October 2010, the number of people connected to the core Marmite Page had risen to more than 528,000
- 5,000 Fans were also generated on a tactical Marmite Cereal Bars Page
- Status updates on the Page included comments such as “my free bar arrived, this morning, AMAZING! I’ll be buying lots of those”
- Marmite took the unique approach of expanding the campaign into the Marmite ‘Hate’ Facebook Page with 160,000 Fans, where users could sign up to ‘stop the spread’

“This media first reflects our commitment to stretching our use of social media and leading the way in FMCG social media marketing,” says Amanda Smith, Interactive Marketing Manager, Unilever. “Facebook offers a great opportunity for us to engage with our consumers in a place where they are already spending lots of time. The Marmite sampling activity is a great example of how we’ve worked closely with Facebook to innovate in this area.”

## The Future

Unilever says it plans to continue to develop the Marmite Core Page as the hub for Marmite activity, conversation and content. The company also looks to remain at the cutting edge in the way it applies new functionality on Facebook along with innovative communications.

Love it or hate it



Get your free Marmite Cereal Bar.



Get a free Marmite bar

### Free Marmite Cereal Bar

Try the world's first savory cereal for free.



Get a free Marmite bar

Chrissi Southgate and John Ndege requested the sample.

The screenshot shows a Facebook profile for Amy Weller. A central overlay titled "Get a free sample" is displayed, featuring the Marmite logo and three cereal bars. The text reads: "Try a Marmite Cereal Bar. Delicious? Disgusting? Get your free sample now and tell us what you think at www.facebook.com/marmitebars." Below this, there is a form to "Enter your shipping address" with fields for Address, Town/City (pre-filled with "London, United Kingdom"), and Postal code. There are checkboxes for "Update the address in my Profile" and "Allow friends to see that I requested this sample." A disclaimer states: "Your name and the information you provide above will be shared with the advertiser only for the purposes of sending this sample. Facebook is not affiliated with the advertiser of this product." At the bottom of the form are "Get free sample" and "Cancel" buttons. The background shows the Facebook News Feed with posts from Christina H, Lifehouse T, and Marina Lieban, along with a sidebar with "Events", "People You May Know", and "Sponsored" sections.