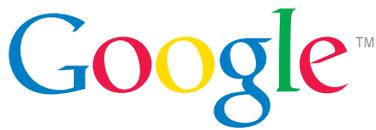


# Advertising with Google AdWords makes sense for Magnum



“Unilever used Google AdWords for the first time for the launch of their new range of Magnum 5 Senses”

**Kate Driver**  
Magnum Account Manager  
Mindshare



“It’s exciting to be one of the first brands in FMCG to leverage pay-per-click with Google”

**Anna Ford**  
Magnum Brand Manager  
Unilever

[www.unilever.co.uk](http://www.unilever.co.uk)

Unilever is one of the world’s leading consumer goods companies, with annual sales in the UK of over £2bn. In 2005, Unilever was one of the UK’s biggest advertisers. Amongst its portfolio of food brands is Magnum, launched in 1990 and now the UK’s number one handheld ice cream brand, worth over £80million\*.

Unilever has an integrated marketing strategy across all of its top brands, including both online and offline media. However, Magnum was the first Unilever brand to run a search marketing campaign. As Kate Driver (Magnum Account Manager at media agency Mindshare) explains, “Unilever used Google AdWords for the first time for the launch of their new range Magnum 5 Senses in 2005. It was used in conjunction with other online and offline media.”

## Integrated media campaign

The campaign centred on a barcode located on the ice cream wrapper. The wrapper directed customers to enter the code on a Magnum 5 Senses website to access further content and competitions.

“The ability to track the campaign is a key advantage of using AdWords”

An integrated media campaign surrounded this using TV, cinema, radio, display advertising, direct emails, viral marketing and PR, together with Google AdWords, which was used to drive traffic to the micro-site. Driver explains, “When planning a campaign, media buyers need to ensure that all the moving pieces fit together. Consumers have changed their consumption habits and we need to ensure that the campaign touches Magnum’s consumers at the right place, at the right time and that is why online is critical to the success of any integrated campaign.”

A key use of Google search is to navigate quickly to particular web addresses. Therefore, customers who were prompted to visit the 5 Senses website by the ice cream wrapper and / or the offline and online advertising were likely to search on Google, rather than go directly to the correct URL. With this in mind, Mindshare placed a selection of text ads on Google AdWords to direct searchers to the micro-site.

Driver explains further, “we bid on two categories of keywords – those related to Magnum and those related to competitors”. In this way the campaign reached those that were simply searching for any online competitions in addition to those that had been driven to the web specifically for the Magnum competition.

---

## GOOGLE ADWORDS

---

Google AdWords is currently used by thousands of businesses worldwide to gain new customers in a cost-effective way.

AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service.

The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked.

Advertisers can take advantage of an extremely broad distribution network and choose the level of support and spending appropriate for their business.

---

## MORE INFORMATION

---

For more information visit  
[www.google.co.uk/ads](http://www.google.co.uk/ads)

---

### Trackable, low cost results + impact on brand

In terms of results, Driver says that “the ability to track the campaign is a key advantage of using AdWords. We were able to follow the journey through the Magnum 5 Senses website – how many entered a barcode, how many registered, how many entered the competition – and link all this back to what they were originally searching for. For example, 97.9% of those that searched for ‘Magnum 5 Senses’ and clicked on the ad went on to enter a barcode on the website. This also highlights how effective the other online and offline advertising was – we saw a very high number of consumers searching on Google for ‘Magnum 5 Senses’ to find the website.”

Google performed highly when compared with other media. It was the second highest source of traffic, after direct emails, accounting for 10% of all users that entered a barcode. Whilst many of the direct emails provided recipients with a barcode, those that were directed through Google had to buy an ice cream to obtain the barcode.

In summary, “AdWords was an extremely efficient way of driving users to the micro-site with an average cost per click of only £0.40” she says. “In addition, it was also a good independent source of sales. Consumers who were searching for online competitions were directed through to the micro-site and many of these went on to buy a promotional ice cream to gain the bar code needed to access the additional content.”

Anna Ford, Magnum Brand Manager at Unilever agrees, “Pay per click worked very effectively in driving traffic to our 5 Senses website in conjunction with our other off and online media. Our brand website is an extremely important part of our communications mix, and it’s exciting to be one of the first brands in FMCG to leverage pay per click within Google”

\* IRI data, 2005

