

vetromedia

Kinder®

CASE STUDY

The Problem...

Kinder recently celebrated their 50th birthday and they tasked Vetro Media to help them create an integrated TTL campaign, one that reached the right audience and encouraged brand participation.



THE SOLUTION



The Solution...

Vetro Media created a competition campaign that rewarded consumers who helped Kinder celebrate their 50th birthday by purchasing two Kinder Joy Eggs and entering the competition via a mobi-site.

Wobblers and point of sale applications were placed in-store to attract and educate consumers about the competition.

This was further amplified on Kinder's Facebook page and Google Display Network.

The prizes were highly targeted to provinces, so that when winners chose their Kinder prizes, only experiences relevant to their region would show in marketing communication.

CELEBRATE OUR BIRTHDAY WITH US!



WELCOME
Please enter your details:

Name & Surname
Age
Region
Gender

Submit



Disclaimer and T's & C's

CELEBRATE OUR BIRTHDAY WITH US!



Please take a photo of your till slip so we can validate your purchase and reward you!

Upload

Please use only your original till slip in full. This is not for double the fun!

Submit



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CELEBRATE OUR BIRTHDAY WITH US!




THANK YOU!
Please choose the reward you would like to go into a draw to win!

- Kinder EXPERIENCE VOUCHER
- READER'S BE VOUCHER
- SKYLINE VOUCHER
- ART VOUCHER
- KIDS VOUCHER
- SKYLINE VOUCHER



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CELEBRATE OUR BIRTHDAY WITH US!



Congratulations! You have WON!
We will send your digital voucher shortly.
T's and C's apply.

Download our App today for a world of fun!

Available on the App Store | Get it on Google Play



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THE RESULTS

The Results...

This 50th birthday campaign was a success for the following reasons;

Total entries: 3844

Positive entries: 3067 (80% of the entries)

Duplicate entries: 698

Negative entries: 79

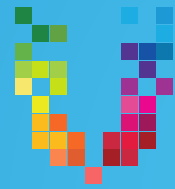
From the data and analytics received for the digital component of this campaign, we were able to reach over **1 000 000 people** on Google and **600 000** on social media.

Over the past 2 months, the Kinder 25th Birthday AdWords Campaign saw over 1 000 000 impressions and received over 7000 clicks.

Performance Funnel



Campaign name	Reach	Impressions	Post engagement	Link clicks
Kinder 50th Gauteng carousel	123 835	280 182	546	443
Kinder 50th other areas carousel	109 438	294 907	533	441
Kinder 50th entry mechanic carousel	151 188	327 590	650	500
Kinder 50th KZN carousel	114 681	300 595	602	462
Kinder 50th Western Cape carousel	111 581	289 838	501	447
Kinder 50th traffic to website	75 629	141 809	1613	1428
Kinder 50th canvas ad	12 983	19 724	172	123



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Thank you

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