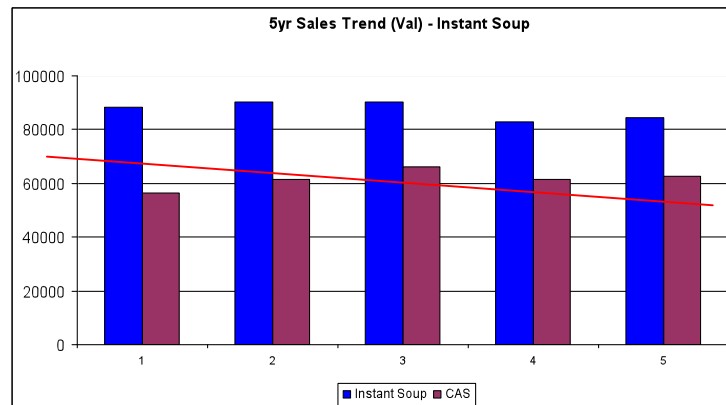


1. **Agency** Deepend
 2. **Advertiser** Unilever Australia
 3. **Entry Title** Cup-a-Soup Sensations: Building an appetite pre-launch
 4. **Category for this Entry** P. New Product or Service
 5. **Author** Dave Di Veroli
-

8b What was the strategic communications challenge?

What was going on in your category? Provide information on the category, marketplace, company, competitive environment, target audience and/or the product /service that created your challenge and your response to it.

Over the past five years, growth in the instant soup category had flattened. Soup sales were in decline, with regular drinkers switching to lighter consumption and many leaving the category altogether.



Source: Internal Unilever sales data

Cup-a-Soup had lost relevance with occasional soup drinkers. Largely made up of younger females, their tastes had evolved and now perceived Cup-a-Soup as being artificial with uninspired flavours. Popular cooking shows such as MasterChef had given them a greater appreciation for specialist, gourmet foods.



Source: <http://www.smh.com.au/entertainment/tv-and-radio/the-masterchef-effect-20100722-10lsg.html>

Needing to reconnect with this younger, more sophisticated market, Continental developed Cup-a-Soup Sensations. A new gourmet soup range that boast ingredients such as Vine-Ripened tomatoes and Mascarpone.



Continental needed to launch this exciting new product as soon as possible. It just so happened that this coincided with mid-summer - months away from the traditional Soup season (April-September). With sales continuing to decline and summer temperatures rising, Continental urgently needed to find a way to reconnect with their target audience.

8c What were your objectives? State specific goals.

Your entry is expected to include compelling data including behavioural objectives and results. Only in rare instances are the judges likely to award an entry that only demonstrates attitudinal changes. Provide a % or # for all goals. If you do not have a specific type of objective (e.g. no quantifiable objectives), state this in the entry form and explain why and why the objectives you do have are significant and challenging in the context of your category, etc. You must provide benchmark and context for your goals versus year prior and in context of competitive landscape and category.

The Sensations launch campaign needed to achieve three main tasks. Generate widespread awareness of Sensations, stimulate discussion about the new range and drive trial of the product. The specific quantitative objectives being:

Awareness of the new Sensations range

- 1) Achieve 2 Million online impressions
- 2) Reach 0.5 Million females 25-44

Conversation around the new Sensations Range

- 3) Drive an average Facebook Engagement Rate of 0.35% during the campaign period

Trial of the new Sensations range

- 4) Drive 15K people to trial Cup-a-Soup Sensations

9a What was your strategy – and how did you get there?

What was your strategy? Was it driven by a consumer insight or channel insight or marketplace / brand opportunity? Explain how it originated and how the strategy addressed the challenge.

Sensations were a major innovation for the Instant Soup Category. For three main reasons:

- 1) **Sold Single Serve** – The first Instant soup to be sold in a single serving size. Making Sensations an ideal snack.
- 2) **Sleek Packaging** - The sleek new black packaging stood out from the rather bland packs on supermarket shelves.
- 3) **Gourmet Flavours** – The new flavours boasted exotic ingredients not seen before in Instant Soup.

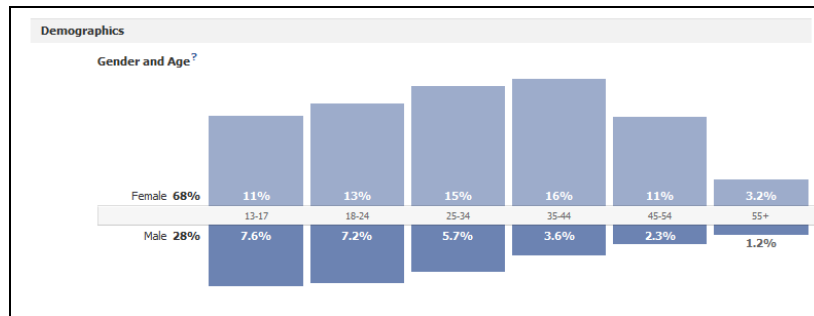
The question was whether consumers were interested in all of these new innovations? Focus groups with the target market helped uncover that only one of these three new product features would really drive trial.

The new gourmet flavours excited consumers. No longer dull and disappointing, the exotic ingredients catered to the sophisticated palette of the target market.

It became clear getting the new flavours into the hands of consumers to taste would be key to

converting them from occasional users to more regular consumers – because tasting is believing.

Instead of taking the traditional route of sampling at transit stations or shopping malls, a more targeted, digital approach was taken. Overtime Cup-a-Soup had built up an active Facebook fanbase. Almost 70% of them were female, with the two largest demographic segments being between 25-34 and 35-45 years old. These fans fitted the target audience profile perfectly.



Source: Cup-a-Soup Facebook Page Insights Data Export from November 2011

Cup-a-Soup fans regularly post comments, photos and even videos on the page showing their love of the brand. Highly engaged fans are a potent weapon in helping to spread excitement about a brand and often generate priceless viral advertising.

It's always about timing. When was the best time to engage Cup-a-Soup fans?

Unilever typically waits for a product to hit supermarket shelves, and then launch with a big TVC-led media campaign. However, given the failure of recent soup launches, Cup-a-Soup needed to build a groundswell of excitement for Sensations before they hit the shelves. Creating an appetite for Sensations.

**9b What was your big idea?
What was the idea that drove your effort?**

The idea should not be your execution or tagline. **State in 25 WORDS OR LESS.**

BUILDING AN APPETITE - PRE-LAUNCH

Exclusive product sampling for brand advocates to build excitement for Sensations before they officially launch in-stores.

10 How did you bring the idea to life?

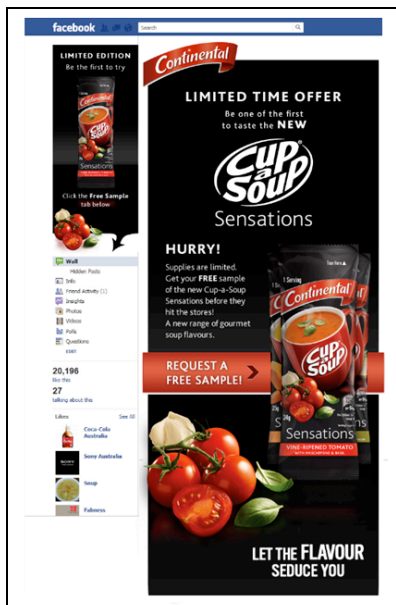
Describe and provide rationale for your communications **strategy** that brings the idea to life. Explain how your idea addresses your challenge. Describe the channels selected/why selected? How did your **creative and media strategies** work together?

In not more than three A4 pages show sufficient creative examples to enable the judges to understand the campaign. These pages can be additional to the seven A4 page written entry.

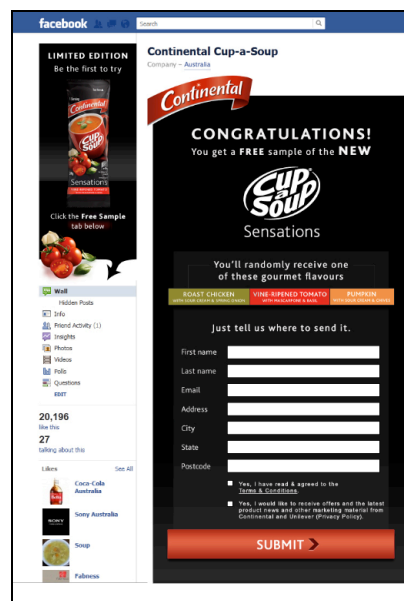
The pre-launch sampling campaign launched in Facebook on 17 January 2012. A Sensations App linked from the Cup-a-Soup Facebook page giving fans the ability to request a free sample of Cup-a-Soup Sensations.

To make this a compelling proposition for fans, the messaging emphasised that the offer was:

- 1) **Exclusive** – Sensations samples would be only available to Cup-a-Soup Facebook fans.
- 2) **Limited** – Only a limited number of samples would be available then once run out that would be it.
- 3) **First** – Fans would be the first to try new Sensations range before it hits the shelves. Making them exclusive product testers.

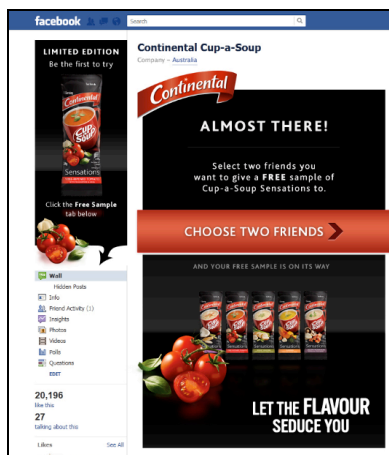


Landing Page



Sample Request Page

The App also had an inbuilt viral mechanic that encouraged people to spread the word. Users were given the ability to each invite two friends to also claim a free sample.



Sample to 2 Friends



Sensations DM Pack

Every Facebook request was sent a DM pack via Australia Post containing a free Sensations sample. To further encourage conversation on page, fans were directed back to the Facebook page to tell Cup-a-Soup what they thought of the flavours.

The campaign was supported with a modest media budget (less than \$10K) which was directed into Facebook Media. In addition to an eDM was also sent out to the Unilever database of over 70K.

11 How do you know your campaign was successful?

Detail why you consider your effort a success. **Refer to your objectives** (results must relate directly to your objectives in (8c) – restate them and provide results) and demonstrate how you met or exceeded those objectives using quantitative and behavioural metrics. Did your effort drive business? Did it drive awareness and consumer/business behaviour? Use charts and data whenever possible. Explain what x% means in your category. For confidential information proof of performance may be indexed if desired. Demonstrate the correlation between activity and outcomes.

Make sure you address every objective, whether fully achieved or not. Indicate why the results you have are significant in the context of your category, competition and product / service.

You need to convince the judges that the marketing investment provided a positive financial return – if that was a requirement. Indexing of data is acceptable. Your entry will not be ineligible if you don't provide any data, but entries that do provide convincing evidence will gain additional marks. (Note that this data can be excluded from the published case on request.)

The positive feedback was overwhelming. Tens of thousands of Facebook fans gave glowing reviews of Sensations on the Cup-a-Soup page. One fan was even moved to write a personal blog entry about how much they enjoyed their sample:



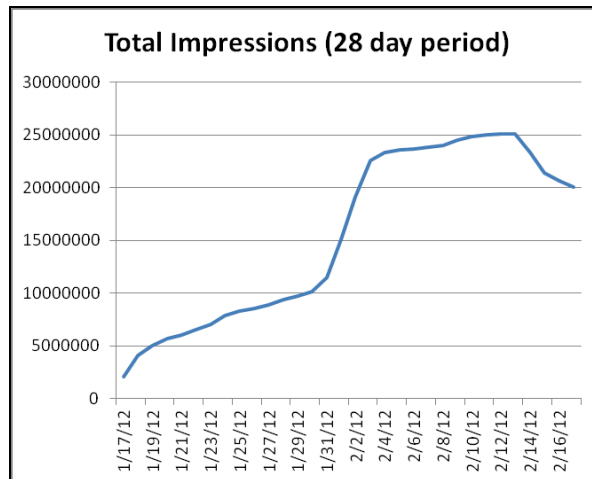
Source: <http://charjoe.blogspot.com.au/2012/02/continental-cup-soup-limited-edition.html>

However the true test was how the campaign performed against the set objectives and it didn't disappoint.

Awareness of the new Sensations range

Objective 1) Achieve 2 Million online impressions

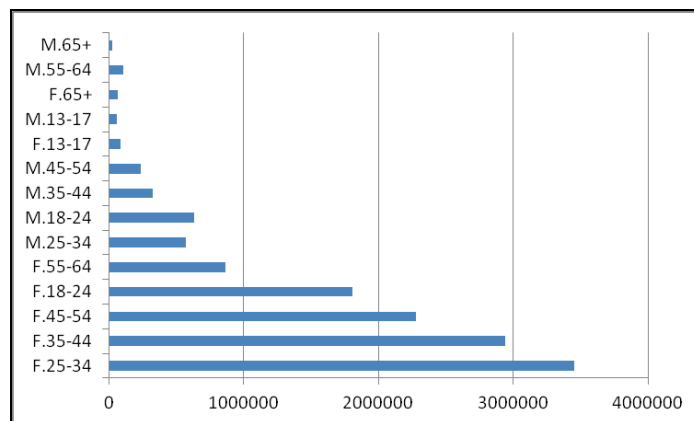
The campaign achieved over 2.51 Million impressions. 25% more impressions than targeted and no small feat considering the media budget was a mere \$8K.



Source: Cup-a-Soup Facebook Insights for period 17 Jan to 17 February 2012

Objective 2) Reach 0.5 Million females 25-44

Overall 1.14M unique users saw Sensations content during the campaign period. Of this, over 47% were the core market of females between 25-44 years old. This translated to a reach of 637K which was 28% higher than our target reach.



Source: Cup-a-Soup Facebook Insights for period 17 Jan to 17 February 2012

Drive conversation about the new Sensations Range

Objective 3) Drive an average Facebook Engagement Rate of 0.35% during the campaign period

The average Engagement rate achieved was a monumental 0.599%. This was 71% higher than Continental's objective. It also positioned Cup-a-Soup as the most engaged Facebook page in Australia in Q1 2012 - according to Social Bakers Quarterly Social Media Report.

samples distributed than we had set out to achieve. Of those samples lodged, less than .001% were returned to sender showing people really wanted to try the product.

With just \$8K media budget we managed to hit all our objectives and attract an additional 30K fans to the Cup-a-Soup page, an increase in the fanbase by 2.5x.

This online success translated to financial success too once Sensations hit stores. The pre-launch campaign drove 4% national category growth for the Dry Soup Category. Continental Soup also reached 82.6% share of The Dry Soup category - the highest week of share for Continental Soup in the last 5 years. All of this success directly attributed to digital as it was achieved before any other media had begun.

The pre-launch Facebook activity for Sensations has become a Unilever global best practice for digital activation. Many countries are set to roll out similar activations across the world including Russia, Turkey, North America, LATAM and South East Asia.

12 Convince us that the result was not due to other factors.

You must explain in your entry the effect of any other potentially relevant factors such as product changes, pricing changes, distribution changes, competitive activity, press coverage, economic conditions, weather etc. Advertising does not often work in isolation, but the judges need to be convinced that your campaign had a major impact on results.

The pre-launch campaign ran weeks before any in-store or above-the-line media support had begun. Meaning the successes can solely be attributed to this digital campaign. Being run out of the traditional Soup season, the warmer Summer temperatures only made the challenge an even larger feat to achieve.

13 Executive Summary

An Executive Summary of no more than 100 words is also required (not included in page count).

With sales in steady decline and needing to reconnect with a younger market, Continental developed Cup-a-Soup Sensations. This new gourmet soup range urgently needed to launch in the middle of the hot Australian summer.

As a change from the typical product launch, a pre-launch sampling program was run in Facebook aimed at giving brand advocates an exclusive product preview.

Building a groundswell of excitement amongst fans, the campaign managed to drive 4% category growth and enable Continental Soup to achieve its highest market share in the last 5 years. The pre-launch campaign has become a Unilever global best practice.