

Product Launch Winner

Cornetto Enigma

Agency: Soap Creative with Mindshare & Ensemble

Client: Unilever

Strategy

Soap Creative had the challenging task to find the "soft side" in Unilever's 18-30 year old audience by creating an emotional connection to the Cornetto brand. Wanting to stand out from their cone competitors, the Enigma Bear was created.

Tactics

Two main streams for the execution of this campaign were used: experiential and above the line pushing to digital.

Soap Creative linked online and TV through the use of Shazam, inviting viewers to Shazam the TVC song. Users could then send their friends a customised "soft side" video message through e-mail, MMS and social media.

Xbox Kinect was also used at key music events during the summer, where fans could dance in front of the Kinect device and see themselves transformed into the Enigma Bear on the big screen, live.

All this activity was supported with rich media banners, including an interactive YouTube placement where people had the chance to play a classic arcade game with the Enigma bear.

Results

The results were outstanding, with 55,000 new Facebook fans and 50,000 Shazam downloads - the biggest on record for its use in Australia. There were 270,000 views to the Kinect Installation video, over 70,000 views of other content on YouTube, 25m rich media impressions and over 8,000 hugs given by the enigma bear.

Cornetto also achieved its highest value sales since 2007 in grocery with 8.8m sales, up by 2.2m and a 7.7% increase in shares of multi packs, more than double the previous year's results.

www.cornetto.com.au

