



Creative campaigns

Social networks can be a suitable medium for brands to use as part of their marketing strategy. Through these platforms, specific consumer groups can be reached and brand ambassadors won. However, selecting the appropriate network for a product is critical and a misguided approach may negatively impact brands and retailers. The following examples demonstrate how brands have used various social networks to create effective and entertaining campaigns, with impressive ROI.



● **CHINA / dENiZEN 10 (2)**

Denizen – officially dENiZEN – is a new denim brand owned by Levi's created for its Asian market. For the launch, Levi's recruited ten unpaid bloggers – known as the Denizen 10 – to 'speak' online about the brand over 100 days. The bloggers were aged 18 to 28 – the product's target market – and were selected from across the region. They included photographer Brad Lau from Singapore and fashion blogger Ditto Ding from Shanghai. Bloggers were not paid, but received Denizen outfits for their contributions. The ten individuals continue to participate in brand activities, and 3,340 tweets have been generated using the brand's hashtag.

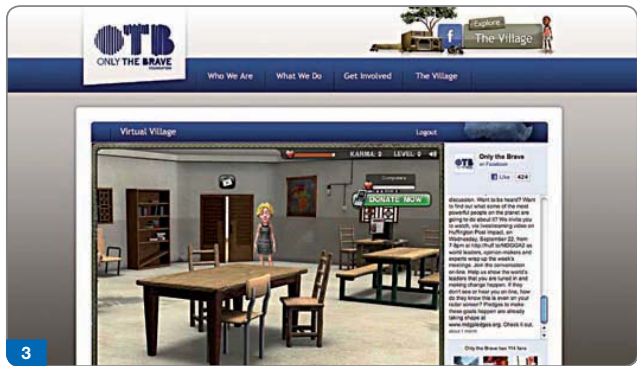
Website: www.denizen.com



● **INDIA / Hungry Hippos (1)**

Indian food and beverage company Parle Agro launched a social media campaign to improve sales and distribution of its baked snacks, Hippo, through a crowdsourcing technique. The company asked consumers and retailers to Tweet about the snack's availability in stores to a specified Twitter web address, staffed by sales and distribution teams in Mumbai. Stock-related tweets were received from 45 towns and cities and sales jumped by 76%. The brand replenished shelves within 48 hours and Hippo sent out personalised anti-hunger hampers to the most active tweeters, with a 'handwritten' note from the Hippo mascot. The Hippo snack has amassed 1,185 Twitter followers.

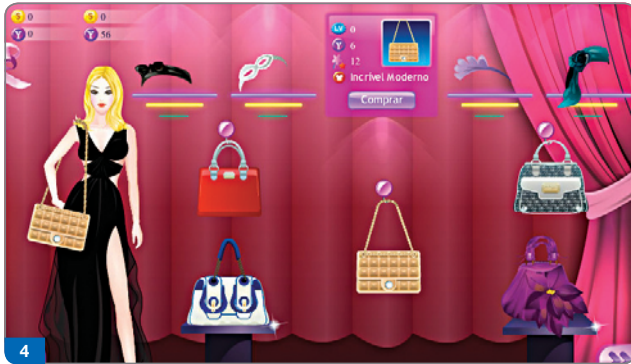
Website: <http://twitter.com/hellomehippo>
Design: [Creativeland Asia \(http://creativelandasia.com\)](http://creativelandasia.com)



● **MALI / Village called Dioro (3)**

Only The Brave (OTB) Foundation – the charitable arm of OTB, the holding company for brands such as Diesel, Maison Martin Margiela and Viktor & Rolf – has partnered with development organisation Millennium Promise to launch an online virtual world to engage young people in the charity's African Millennium Village project. The virtual world replicates the Mali village of Dioro, which has a population of 20,000. Via Facebook Connect, players can adopt an avatar, explore the town, watch videos of the real-life inhabitants and donate to the project. Users can target their donations, which so far have included seeds, fertilisers and bed nets. A health clinic, primary school and community centre have been built or renovated thanks to the campaign.

Website: www.otbfoundation.org



● **BRAZIL / Paris fashion (4)**

Brazilian social games developer Mentez and Virtual Greats, which sells and distributes virtual goods, announced in October 2010 that virtual products from celebrity Paris Hilton would be sold on Brazil's popular social networking site Orkut within the social network game 'Vida nas Passarelas' (life is a catwalk). The online store has 30 dresses, 30 pairs of shoes and 27 accessories, all endorsed by Paris Hilton; tops and skirts cost R\$3.60 (\$2.12) and dresses are around R\$7 (\$4.13). The game enables users to create an avatar and buy clothes and accessories for the character. 'Vida nas Passarelas' has 1.3 million registered users and within two weeks of launch, 7,000 items were purchased.

Website: www.mentez.com



● **NORWAY / Social beasts (6)**

To decide on a new flavour of milk for Norwegian dairy brand TINE's Litago milk range, a social media campaign involving a farm and ten cows was created. TINE divided a field into 25 squares, with each square representing a flavour, and consumers could vote on different live activities to lure the cows into a square. Each cow had its own Twitter account and Facebook page. Surveillance technology tracked the cows' movement – and after five days the winning flavour was rice pudding. The campaign resulted in a 71% increase in sales of existing flavours and over 50,000 fans on Facebook.

Website: www.litago.no
Design: **DIST Creative** (www.distcreative.com) & **Jimmy Royal** (<http://jimmyroyal.no>)



● **ISRAEL / Get some Nutz (5)**

In April 2010, to promote the launch of a new peanut-filled chocolate snack, Taami Nutz, Israeli confectionery company Elite created a marketing campaign around the launch of new peanut crops on popular Facebook game, FarmVille. Internet and Facebook banners counted the days until the crop arrived, and a minisite was launched on the brand's Facebook fan page with a design-your-own Taami Nutz farm competition, engaging 16,270 users. In only eight weeks, Elite Taami Nutz chocolate achieved its sale goal for half a year. The peanuts cost 20 credits to buy, sell for 78 credits and can be harvested in 16 hours.

Design: **Saatchi & Saatchi Tel Aviv** (www.saatchi.com)
Technology: **Zynga** (www.zynga.com)



● **GRAN CANARIA / World's Largest Beach Towel (7)**

In an attempt to break the Guinness world record for creating the largest-ever beach towel (while raising awareness of locally brewed Tropical beer), the Tropical beer brand created a Facebook application that invited fans to a Gran Canaria beach to be part of the attempt. Users could choose exactly where they wanted to be on the towel and share their location with Facebook contacts. The 2,000 spaces were reserved via Facebook within 48 hours and more than 5,000 people attended the event and were given branded t-shirts and free Tropical beer. Around 3,000 new Facebook fans were added and after the event the 2,195sqm of towel was made into blankets and clothing for charities.

Website: www.tropical.es
Design: **Leo Burnett** (www.leoburnett.com)