



Cadbury Reaches Audiences' Emotions with Idomoo Personalized Video

Highlights

Cadbury has been using personalized video through Idomoo with two integrated marketing campaigns featuring personalized videos. The two campaigns have been hugely successful, in one case with 90% of users watching their personalized video until the end, 65% click through and 33% conversion rate of completing a subsequent promotion form. The aim of the campaigns was to create personal and emotional consumer – brand connection and to build innovative launch program for Cadbury Glow, a new premium chocolate.

About Cadbury

Cadbury is the second largest confectionary brand in the world operating in more than 50 countries worldwide. Cadbury is well known for its engaging and fun marketing and advertising such as the “Cadbury Gorilla” and more recently QR codes on their dairy milk range linking to entertaining videos to emphasize the joy of enjoying Cadbury chocolate.

The Challenge

The company was looking for ways to raise its brand awareness, increase penetration, and connect emotionally with its customers. In India, where it ran a campaign for Cadbury “Glow” chocolates, the market for gift chocolate is only 5-7% as compared to 15-35% in the rest of the world, and the company wanted to increase that, along with its penetration to this market. In Australia, the company wanted to introduce its audience to new flavours of its Dairy Milk chocolates.

The Solution: Idomoo Social

Australia Flavour Matcher facebook App Achieves **90% Viewing Rate**, **65% click through** and **33% Conversion**

The Australian Flavourism campaign – launched in April 2014 – invites Australians to experience the full range of Cadburys dairy milk chocolate. Each flavour in the 12 flavour range is matched to a “Personality,” and users are paired with their “flavour match.” The Flavour matcher app is the social component of the campaign, in which users are presented with a different video based on their flavour match, and encouraged to share and tag on social media.

” We’ve found that using Idomoo technology to engage with our customers, sustains and promotes our brand image as well as providing a high ROI. We’re extremely satisfied with the outcome of working with Idomoo on our various projects and will soon be expanding our campaigns across Asia.”

Gil Horsky, Director Digital Marketing,
Cadbury

Users were exposed to various PPC and unpaid social postings using Cadbury’s agency’s creative content, driving them to click through to Cadbury’s Facebook App, created with Idomoo’s Social. Based on the information from users’ Facebook profile, such as age, interests and which pages they liked, they are matched with a Dairy Milk flavour. A personalized video was generated using the users’ profile pictures and introducing them to their flavour. Campaign participants were also invited to enter a competition after they watched their video which had an impressive 65% click through rate and 33% conversion rate. This was after 90% of campaign participants watched their videos from start to finish and 12.23% shared the video on social media.

Disco Dog campaign



“We are giving a boost to our approach to product innovation. We believe that personalization can enhance the overall product experience – particularly in gifting,” said Josep Hernandez, Senior Director Global Communications Planning and Media, Mondelēz International. “We got so much more than we expected – Facebook gives us an unprecedented pool of assets to enhance the connection between consumers, and Idomoo Social is helping us bring these to life.”

	Open rate ¹	CTR/Open ²	Conversion ³	Sharing ⁴
Cadbury	90%	65%	33.6%	12.5%
Industry ⁵ benchmark	23.16%	3.26%	No data	No data

Glow campaign



Personalized Video Gift Launches Cadbury Glow in India

India's campaign for Cadbury Glow had the goal of developing the "Chocolate gift" market in India, as it was an underrepresented segment compared with other places in the world. To encourage the uptake of Chocolate as a gift, Cadbury India launched an integrated social video marketing campaign centered around the use of Idomoo's personalized video.

In the campaign, users could automatically create a personalized video gift that incorporated photographs and names from their Facebook profile. The user starts their journey by visiting the Cadbury Glow website (www.cadburyglow.com), linking the page to their Facebook profile, and entering the phone number of the gift recipient. The recipient can view the video when they receive a box of Cadbury's glow chocolate, either via a QR code or by entering their phone number on the Cadbury Glow web page.

”The website allows consumers to experience the world of Cadbury Glow, and to add a personal touch to their gift of Cadbury Glow by writing a personal note, sending a lovely song or experiencing again fond memories by videos and photos.” ⁶

¹ Open rate- percentage representation of the number of participants that watched the entire video.

² CTR- percentage representation of the number of participants that entered to the competition.

³ Conversion- percentage representation of the number of participants submitted their competition entry.

⁴ Sharing –percentage representation of the number of participants that shared their video using social media

⁵ According to Mailchimp research (<http://mailchimp.com/resources/research/email-marketing-benchmarks/>)

⁶ <http://www.candyindustry.com/articles/86390-mondelez-launches-new-global-brand-in-india-first>

The campaign was supported by a multichannel integrated digital campaign, including social media featuring Rajkummar Rao and Aditi Rao Hydari, well-known celebrities.

Looking Ahead to New Markets for Personalized Customer

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With the strong results from these two campaigns, Cadbury, Saatchi and Mondelez have upcoming Idomoo-based personalized video campaigns in other markets world wide, starting in Singapore.

"These were quickly shared through social media to create a decent buzz:

#MakeTheMomentGlow reached around 1.6 million timelines and #GlowMoment reached around 17 million+ timelines with over 5K tweets."⁷

	Cadbury
Conversion ⁸	96.89%
Industry benchmark	No data ⁹

"For a brand like Cadbury, which has an emotional, approachable and warm relationship with consumers, we saw a clear opportunity to partner closely with Idomoo by offering thoughtful givers a truly personalized gift that they can give their nearest and dearest," said Gil Horsky, Senior Innovation Manager, Mondelēz International

⁷ Read more at [Business2community/CadburyGlow](https://www.business2community.com/CadburyGlow)

⁸ Conversion is the percentage representation of the number of recipients that unlocked their gift, out of all the gifts created.

⁹ This type of campaign wasn't presented to the market so far so no benchmark is available.

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