



MMA CASE STUDY

SMARTIES

Tastic Red Pot Campaign

Campaign Summary

Tastic Rice designed a mobile and social campaign to maintain its category leadership in the South African market. The Tastic Red Pot campaign encouraged consumers to follow 25 GPS-tracked red pot meal kits across the country, view meal diaries of red pot hosts, and enter to win prizes. Tastic took an integrated approach to launching the contest, utilizing print, digital, in-store, out-of-home, social, and mobile touchpoints. The campaign met all digital objectives and increased the brand's database by 2,000 percent.

Strategy

Objective and Context:

Tastic was the largest rice brand in South Africa, but had been facing increasing competition in the market. As the category leader, Tastic needed to maintain brand affinity and equity. The company also wanted to create a campaign that would allow it to gain consumer insight, inspire viral growth, and increase the Tastic database for future communication.

Target Audience:

Tastic's target audience would identify with this statement: "I am an 18- to 45-year-old woman, wife, mother, homemaker, and caregiver who earns around R4,300-30,000 [South African Rand] in income."

Creative Strategy:

Tastic created the Red Pot campaign to reach its target audience and meet its brand goals. To kick off the campaign, Tastic seeded 25 red pot meal kits in homes throughout South Africa. Each pot was delivered with all the elements required to host a special meal for friends or family: rice, recipes, an apron, oven mitts, a table cloth, and a shopping voucher to purchase additional meal components. The meal host took photographs and recorded a recipe and memories in a digital diary. At the end of the experience, each pot recipient was asked to nominate a friend or family member to host the next red pot experience. The campaign also included a competition element for the general public.

Execution

Overall Campaign Execution:

Each red pot was equipped with a tracking device that allowed the general public to follow the campaign from house to house. Consumers could enter to win prizes or to host a red pot meal by tracking the pots, engaging with the brand on social media, and uploading an image of themselves with a Tastic product.

The campaign was designed with an integrated 360-degree strategy. Tastic allocated 19 percent radio, 17 percent print, and 51 percent TV spend. Each media touchpoint also integrated a mobile call to action. All advertising contained product imagery and encouraged the target audience to enter the competition.

Mobile Execution:

Mobile media received 13 percent of the campaign's total spend. The mobile media budget was R600,000. Social media was an important facet of the campaign's mobile execution. In South Africa, the main social media platforms are Facebook (10 million users), Twitter (5.5 million users), Mxit (6.5 million users), and WeChat (10 million users). And each of these social channels has more than 90 percent mobile usage.

Tastic supported the campaign with paid media, including targeted Facebook newsfeed ads, promoted tweets, Mxit splash screens, and digital ads on select mobile sites. Tastic also used USSD-based platforms for text-based media communication opportunities to ensure the campaign reached consumers without access to the mobile web.

To allow audiences to track the red pots, Tastic built a mobile-enabled mapping layer which integrated with Google Maps and tracked the pots' movements in real time via GPS. Consumers could use the mobile device of their choice to click any pot on the map to see its destination (to a neighborhood level, to protect consumer privacy). The map also allowed users to view diary entries and photo galleries at each stop of a pot's journey.



Mobile Execution: 5 easy steps to enter the competition

We used a groundbreaking custom, mobile-enabled mapping layer which integrated with Google Maps, that GPS-tracked the pots' movements - in real-time - showing their individual journeys, and allowing users to see diary-posts and photo galleries at each stop of a pot's journey and to enter the Red Pot Competition. Mapping was available for all digital channels except USSD in which case drop down menus where use to display the destination of the closest pots.

To enter the competition, consumers had to click on the region on the map closest to their current location



The pot closest to the user would then show with all the houses along the way where the pot experience was hosted



The consumer could then click on any of the houses to read the diary entry and to view images of the experience that was held at the selected house. Tracking the closest pot was step 1 of their entry



Consumers could enter to win prizes by following the red pot closest to them. Additional entries could be earned by answering questions about the Tastic brand. And to give loyal brand fans a better chance to win, another way to enter was through uploading a photograph of a Tastic product. As part of the process, entrants were asked to opt in to marketing updates from Tastic in the future. Daily winners were posted on Facebook, Twitter, Mxit, and a digital gallery on the campaign's mobile site.

Results

The Red Pot campaign gained more than 200,000 entries and generated more than 700,000 engagements in just six weeks. It built brand equity and met all digital objectives with the following metrics:

- The campaign was shared more than 50,000 times.
- The Tastic database grew by more than 2,000 percent.
- More than 20,000 images with Tastic products were uploaded.
- Mobile site delivered more than 20,000 opted-in users.
- Facebook fans grew from 2,000 to 48,000.
- Tastic's Mxit community grew from 0 to 61,000 contacts.
- USSD delivered 176,000 opted-in users.

Source

"Tastic Red Pot Campaign." 2014 MMA Bronze Winner Cross-Mobile Integration. Brand: Tastic. Lead Agency: Yonder Media in partnership with MediaShop and Tag Promotions.