BEN & JERRY'S

Problem

How does a company generate a conversation with its consumer base through social media channels?

Solution

Use OOH formats to amplify the online interactions and bring them to life.

Background

As Instagram's popularity rose, Ben & Jerry's wanted to ensure their Instagram fans knew how much they were valued. The company wanted their fan base to think of the brand as a fun and hip friend by thanking them in an innovative and personal way. Generating "likes" wasn't memorable enough, so they put the planning agency to the test to see how filtered they could get.

Objective

The objective was to develop and execute a marketing campaign that deepened Ben & Jerry's relationship with its Instagram fan base and built brand loyalty in an authentic and scalable way. Specifically, the campaign had to generate 50 million impressions (owned, earned, paid), 5,000 photo submissions, and an increase in Ben & Jerry's Instagram followers.

Strategy

Ben & Jerry's not only creates euphoria, it celebrates it. The strategy was to allow fans to express euphoria in their own particular ways.

Via a video posted on the Ben & Jerry's website and social pages, Instagram fans were asked to express their own euphoric moments through a single photograph. In return, they were given the opportunity for their photo to be featured on local OOH media in their neighborhood. To collect these photos, users were instructed to tag their euphoric pictures with the #CaptureEuphoria hashtag. Photos were then aggregated on a customized Ben & Jerry's site.

Within days, thousands of photos were posted using the #CaptureEuphoria hashtag. Within a week, a robust library of euphoric moments from Ben & Jerry's fans around the world developed. From those submissions, the planning team chose the best photos to be featured in thank you messages placed in the photographer's neighborhood. Using a quick survey, the team selected media directly associated with the winner's location and daily routine. For example, if the user took the bus to work, the media team bought the shelter he or she waited at. If the winner worked at the mall, the photo was put on the store directory. If he or she frequented a specific bar, the team secured the wallscape on the side of the establishment and the coasters under the mugs. Once the materials were installed, the winners were notified and the euphoria quickly spread.

OOH was selected as the featured channel for this campaign for the following reasons:
• The ability to hyper-target allowed the team to insert thank you messages within the photographer's daily routine.
• OOH's size and mass reach supplied the impactful voice we needed to say thanks in a big way.
• The variety of formats provided flexibility to adjust our tactical approach for each unique winner.
• It can easily be shared in person and on social media.
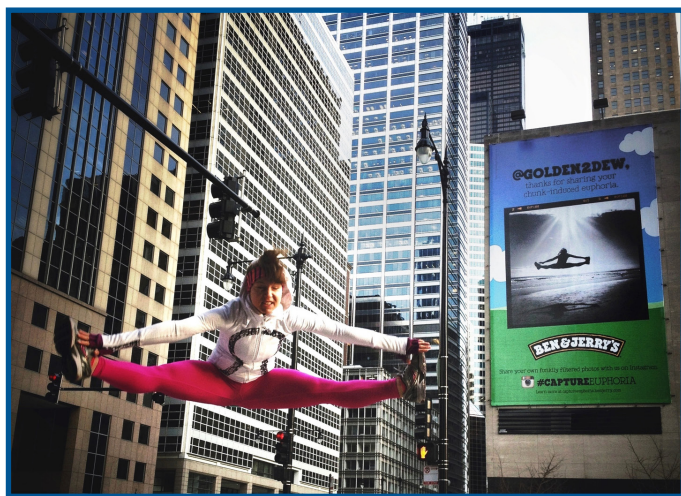
Plan Details

Market: 16 cities nationwide
Flight Dates: December 2012 – May 2013
OOH Formats Used: Digital/static billboards, posters, bus shelters, bar coasters, mall kiosks, wallscapes, taxi tops, phone kiosks, and urban panels

Results

Nearly 18,000 photos were submitted, which translated to over 700,000 Instagram likes and ~40,000 incremental Instagram fans – a fan base increase of 35 percent! In total, the campaign has garnered close to 100 million impressions.

The industry trades "liked" and shared the campaign as well. The additional earned media exposure drove 80 million unpaid impressions.

Here is a sampling of the campaign coverage:
http://mashable.com/2012/11/15/ben-jerrys-instagram/
http://www.pcmag.com/article2/0,2817,2412185,00.asp
http://creativity-online.com/work/ben--jerrys-capture-euphoria/29939
http://news.yahoo.com/ben-jerrys-run-fans-instagram-photos-local-ads-140457226.html
http://www.adrants.com/2012/11/ben-jerrys-celebrates-ice-cream.php
http://www.adweek.com/adfreak/ben-jerrys-scoops-euphoria-instagram-145316
http://www.fastcocreate.com/1681963/how-ben-jerry-s-is-using-instagram-to-feed-a-bond-with-ice-cream-lovers
http://www.mediapost.com/publications/article/187453/ben-jerrys-turns-fans-instagram-pix-into-ads.html#axzz2a5IcF4VL

Most importantly, the campaign increased brand loyalty by strengthening Ben & Jerry's relationship with its fans in an authentic way. The winners said thank you back via Instagram, driving positive word-of-mouth across multiple social channels. When the campaign was over, fans took home the billboard vinyls that featured their photo, forever reminding them of their once-in-a-lifetime euphoric moment.