



Customer Profile

Operating in over 180 countries and with a global turnover exceeding €40 billion, Unilever is one of the world's leading suppliers of fast-moving consumer goods. Unilever have 4 key principles that underpin their growth ambition.

- Winning with brands and innovation
- Winning in the market place
- Winning through continuous improvement
- Winning with people

Every day, around the world, people reach for Unilever products. Unilever brands are trusted everywhere and, by listening to the people who buy them, they have grown into one of the world's most successful consumer goods companies. In fact, 150 million times a day, someone somewhere chooses a Unilever product.



MIXING THINGS UP

Unilever and Push Mobile adding spice to product launch.

Unilever invested over €900 million in product research and development last year, and launched over one hundred new products across their global market place. The success of a new product relies significantly on the quality of its marketing.

As an innovative organisation, Unilever were looking to evolve their product launch communications but needed a platform that could easily integrate into their existing marketing solutions. One of the primary considerations when choosing a solution was to introduce suitable infrastructure that could help Unilever establish a mobile database that would allow them to roll out their mobile marketing strategy across other Unilever brands.

Unilever were also looking to re-establish their Royco brand and increase awareness of the full Royco product range. Key to this was using historical brand loyalty to Royco, which had been in the market since 1978.

To achieve the objective, Royco decided to introduce a new gravy spicy mix, with the aim of getting customers to recognise Royco as the leading beef flavour gravy mix in the market.

Push Mobile Media Ltd (an Oxygen8 Group Joint Venture) worked with Unilever to introduce a mobile marketing campaign to help launch the Royco gravy spice mix. Implementing their leading mobile platform, Push Mobile provided Unilever with a short code that was used to run a product launch competition and build a customer database for future mobile marketing campaigns.

The short-code was integrated into traditional advertising such as print and TV, and when a participant saw advert they were prompted to send a keyword to join the quiz.

Participants then received a free SMS with the phrase, "Royco is the best flavor for your food". Through advertising, participants were encouraged to reply with a positive response. All participants that responded positively received a Royco ringtone and then moved on to the next question. After 5 correct answers a participant was entered into a daily quiz and one lucky winner is chosen for the daily prize.

Exposure to the campaign led to the following

- Over 95,000 "YES" responses to the first question during the whole campaign.
- 25,000 unique users with 18,000 completing full questionnaire.
- Unilever is now able to use the same database for more campaigns for Royco and other brands.

Sandra Macdonald, Director - Business Development at Oxygen8 East Africa comments,

"Unilever are rightly recognised as innovators and this campaign was evidence that this reputation stretches beyond their product development into their brand marketing. Working with them on the Royco campaign helped Unilever to elevate mobile marketing in their overall strategy, and we are continuing our partnership with them as they roll out their mobile marketing across the group."

Overview

Customer

Unilever, South Africa

Customer Objective

- Relaunch the Royco brand
- Create a database for future mobile marketing
- Generate substantial brand loyalty

Oxygen8 Communications Solution

- Mobile SMS competition platform
- Personalised Mobile Content delivery solution
- Customer data capture solution

Customer Benefits

- Increased brand loyalty
- Significant increase in brand recognition
- Large mobile database established

The Oxygen8 Group are a global provider of integrated mobile solutions with offices in ten countries and operations in over 20 countries and a turnover in excess of £90million.

The Group operates three divisions; Corporate Solutions enable corporations to interact with their customers via their mobile phone. Payment Solutions enable consumers to pay for goods and services using their mobile phones and finally International Money Remittance enables cross-border international money remittances via the mobile phone.

The Oxygen8 Group continues to find ways to connect its customers with their target audience, allowing them to find, research and purchase goods and services through their handsets, and strive to make the mobile phone the single most valuable item an individual can carry.

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