

5 Examples of CPG Content Marketing Wins

By Leah Betancourt





CPGs are increasingly turning to digital, mobile and social platforms for brand awareness and audience engagement. eMarketer pointed out that although CPG ad buying is small on digital channels, it's heavily focused on branding efforts. Digital ad spending by the CPG and consumer products industry is forecast to be 8.5 percent or \$4.88 billion in 2015 and 8.7 percent or \$5.64 billion in 2016, according to [eMarketer's May 2014 "Digital Ad Spending Benchmarks by Industry: The Complete eMarketer Series."](#)



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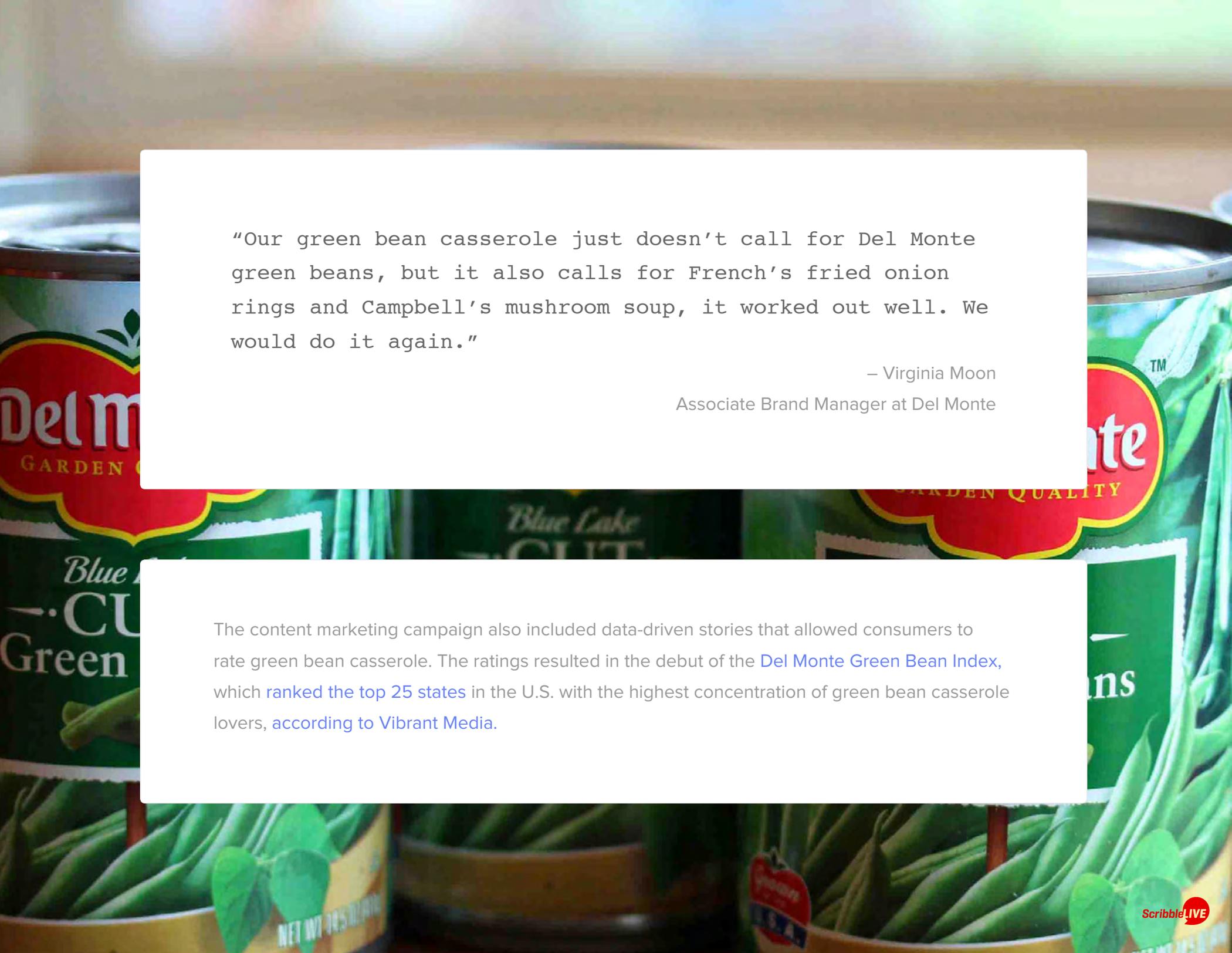
Del Monte Foods Inc. Green Bean Casserole Campaign

Campaign length:	Nov. 3-Dec. 2, 2014
Goals:	<ul style="list-style-type: none">• Drive brand interaction and engagement• Strengthen Del Monte's ties to Thanksgiving holiday.
Results:	<ul style="list-style-type: none">• Consumer interaction rates 220% higher than benchmark industry average of 30.72%• Estimated 80 million total audience in less than two weeks
Agencies:	Starcom USA, Vibrant Media, PR Hacker
Source:	MediaPost, Vibrant Media

Del Monte Foods Inc. scored in November with a content marketing campaign focusing on green bean casserole around Thanksgiving Day. The multi-screen campaign involved cross-selling products and holiday cooking tips such as Top 10 Tips for Smart Holiday Entertaining, and used search engine marketing, mobile social and TV spots, [MediaPost reported](#).

The ad campaign featured an exclusive green bean casserole recipe made just for Del Monte. The ads ran on Popsugar pages related to Thanksgiving. When someone scrolled over a word in the article, recipes and tips would appear and click through to a [custom content hub created on Popsugar](#), according to MediaPost.





"Our green bean casserole just doesn't call for Del Monte green beans, but it also calls for French's fried onion rings and Campbell's mushroom soup, it worked out well. We would do it again."

– Virginia Moon
Associate Brand Manager at Del Monte

The content marketing campaign also included data-driven stories that allowed consumers to rate green bean casserole. The ratings resulted in the debut of the [Del Monte Green Bean Index](#), which [ranked the top 25 states](#) in the U.S. with the highest concentration of green bean casserole lovers, [according to Vibrant Media](#).



Oscar Mayer

Unsung Bacon Campaign

Campaign length: May 12-July 12, 2014

- Goals:**
- Improve brand positioning and boost sales of turkey bacon
 - Grow @michaelbacon36 Twitter followers to 486,000 by July 12

Results: • +7,929 new Twitter followers

Agencies: 360i

Source: Marketing News

Oscar Meyer representatives told their agency i360i they wanted consumers to know that turkey bacon is made in the same way as pork bacon, according to [Marketing News](#). So they built a awareness campaign about why Oscar Meyer, which is known for pork bacon, should also be known for its turkey bacon.

Oscar Meyer launched [Unsungbacon.com](#) and a YouTube video of the same name – asking people to “stand up for unsung bacon everywhere” and to [follow Michael Bacon on Twitter](#) so he can be the most followed in his family, which was promoted using the [#unsungbacon](#) hashtag.

“In the digital space, anything to do with bacon is being talked about a lot. We wanted to draft off of that fervor for bacon, but in order to do that, the ideas have to be so sharp and so much better than what users are generating on their own,”

– Tom Bick

Senior Director of Integrated Marketing and Advertising at Oscar Meyer, to [Marketing News](#).

Michael Bacon, an Emmy-winning composer for film and television, is the brother of actor Kevin Bacon. They play together in their band called The Bacon Brothers. Michael Bacon wrote all the music for Unsung Bacon campaign, according to Marketing News.

“That’s why we’re helping Michael Bacon show the world that when you’re born into a great bacon family, bacon greatness is born into you,” according to UnsungBacon.com. “From a brand and equity standpoint, it was definitely a win,” Bick told Marketing News. He said they stemmed the sales decline, but didn’t release sales results or the budget for the campaign, Marketing News reported.





Mountain Dew Living Portraits Campaign

- Launch date:** Aug. 7, 2013
- Goals:**
- Create and extend active digital engagement beyond traditional TV spot
- Results:**
- 30+ individual looping animations per portrait
 - 3 unique portrait experiences
 - 1 Bongo-playing sasquatch
- Agencies:** BBDO New York, Firstborn, Psyop
- Source:** Think With Google, Firstborn.com

Imagine one interactive scene made up of many elaborate animated GIFs. That's the approach to digital storytelling in the [Mountain Dew's Living Portraits](#) effort.

The campaign profiled Mountain Dew's top athletes such as Dale Earnhardt Jr. It included three TV spots by BBDO and Psyop. There was an interactive layer -- a collage of animated GIFs -- to the videos. [Firstborn](#) created the website, which consisted of 30-40 animated GIFs that were synced and repeated simultaneously, according to [Think With Google](#). Within those loops, there were Easter eggs for fans to find that the Firstborn website says "delve deeper into the worlds of the Dew All-Stars". The interactive campaign won a 2014 National ADDY Award the category of Digital Advertising, Websites, Consumer.





Lowe's Vine Fix in Six Campaign

Launch date: April 19, 2013

Goals:

- Help people improve their homes

Results:

- 55 Vines
- 15 million earned impressions
- Thousands of social mentions

Agencies: BBDO New York

Campaign cost \$5,000

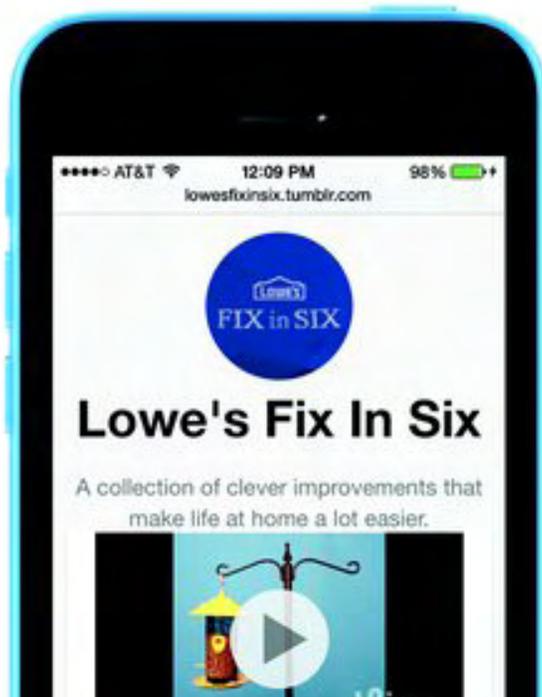
Source: BBDO New York, [Think With Google](#)

Lowe's stop-motion videos on Vine maximizes usefulness in the form of how-to tips in the six-second digital shorts. The videos were shot with an iPhone, tap by tap, and there was no editing, so if a mistake was made, they had to start all over again, [according to BBDO New York's website](#).

"By targeting the individuals we deemed most likely to benefit from (and enjoy) our six-second tips, we seeded the Vine videos into the Twitter community in a way that felt less

like advertising, and more like sharing interesting content. And based on the audience's response, that's exactly how it was interpreted," says BBDO New York on its website. "Instead of forcing people to view an ad, we gave them something they wanted."

The campaign won several awards including a National ADDY Award Best of Show in the Digital Advertising, Social Media, Campaign category.





Burberry Kisses

A Google Art, Copy & Code Project

Launch date: June 18, 2013

- Goals:**
- Reach audience on emotional level
 - Engagement across multiple digital platforms
 - Connect with younger audience

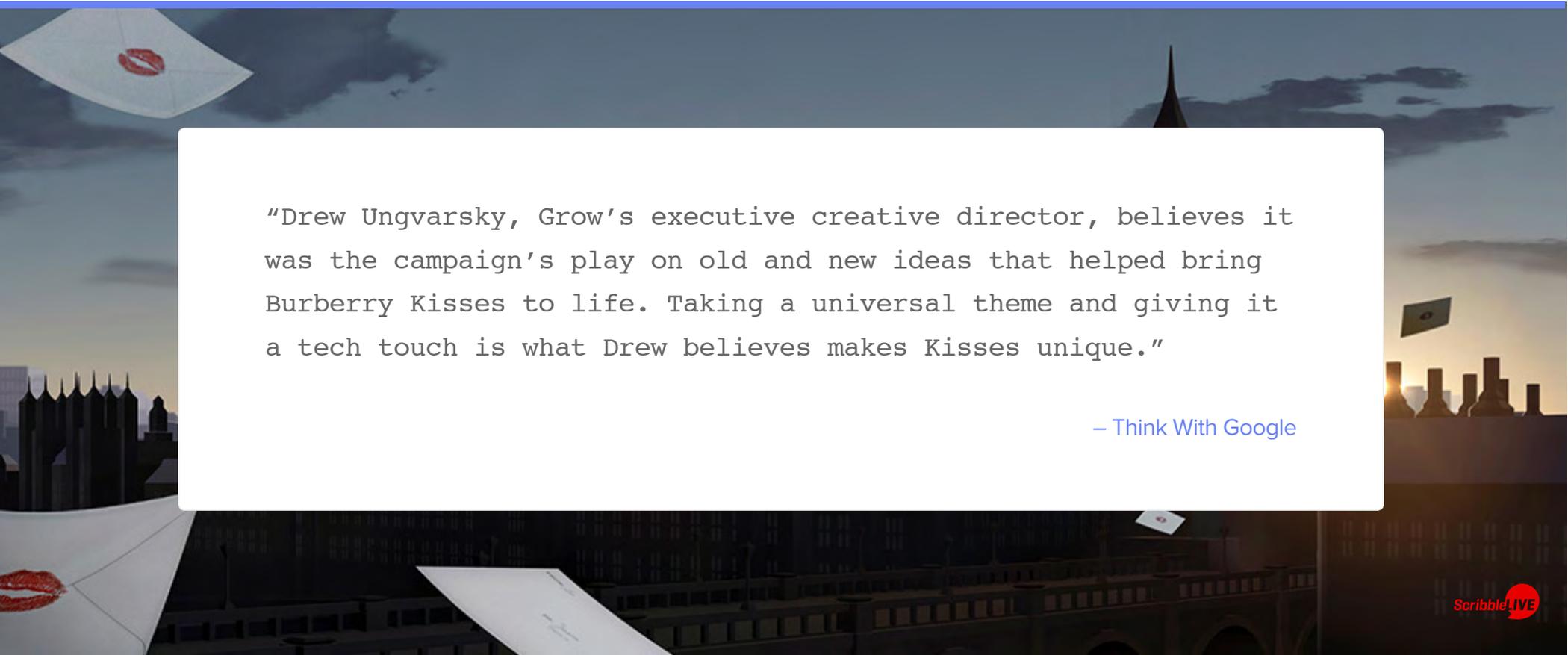
- Results:**
- Visitors from 215+ countries spent an average of 3.5 minutes with Kisses on web, mobile and tablets
 - 253K+ search results for Burberry Kisses on Google.com
 - 13K+ cities sent with a kiss within first 10 days
 - 109 million miles traveled by kisses as of June 25, 2013

Agencies: Grow, Google

Source: Think With Google, Art Copy & Code

The [Burberry Kisses digital campaign](#) combines several elements for optimum engagement: real-world action (the kiss), emotion and digital technology (Google tools and a kiss-capturing tool for mobile and tablets). Users send a digital note to a loved one and seal it with a kiss from their own lips, choose a Burberry lipstick color, and watch the kissed letter's journey to the recipient via Google

Earth, Maps and Street View, according to Think With Google and the [Collaborative Services blog](#). It was facilitated with the [#burberrykisses](#) hashtag. The campaign worked across desktops, tablets and smartphones. It was built to live on Burberry.com, but was tailored for use across tablets and smartphones.



"Drew Ungvarsky, Grow's executive creative director, believes it was the campaign's play on old and new ideas that helped bring Burberry Kisses to life. Taking a universal theme and giving it a tech touch is what Drew believes makes Kisses unique."

– Think With Google

The challenge with the campaign was technology to capture the kiss on mobile or tablets, according to Think With Google. The Lightbox ad format, which expand when a user hovers over them for 2 seconds, helped deliver engaging ads. Burberry's campaign won the 2014 National ADDY Award for Digital Advertising, Campaign.

Key takeaways from the ongoing campaign: Established media can do new things; know the killer feature and build the sell around it; personalize throughout the experience; put designers and coders in the same space, according to [Art Copy & Code](#).

THE WORLD OF KISSES

LIVE KISSES

ALL KISSES



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