

Best Use of Social Media

Umpf - Helping Belling Bring a Festive Buzz to the BBC Good Food Show

Brief and Objectives

Heritage British brand Belling is the headline appliance supplier to the BBC Good Food Shows, and Umpf was tasked with creating a fun and interactive social, PR and experiential element to be implemented on-stand at the 2013 Winter event. The theme we had to work with was 'Christmas'.

The brief was multi-layered:

1. Create a social media buzz about Belling's attendance at BBC Good Food Show Winter whilst also creating an on-site spectacle
2. Create a mechanic to involve people attending the show, encouraging them to interact with the Belling brand there and also starting a longer term relationship via social media channels
3. Create ownable, branded content which show attendees would like to share
4. Harness the power of celebrity to create additional buzz

Our objectives were:

- Create social impressions of 250,000+
- Actively engage 350+ people at the show
- Generate reach on social media of 70,000
- Visibility to 80,000 BBC Good Food Show visitors
- Engage at least 10 celebrities
- Produce 150 pieces of branded content

"The Twitter Mirror created such an amazing, festive buzz on Belling's stand at the Good Food Show.

"We were thrilled with Umpf's idea to engage with Show visitors and to see the concept come to life – visitors to the stand and celebrity chefs alike had so much fun snapping photos and sharing them online.

"Belling is a heritage British brand, and Umpf really helped bring our love of family-friendly fun to the modern era with this campaign." – Jane Rylands, Belling Marketing Communications Manager

Strategy and Tactics (including innovation and creativity)

We brainstormed the theme of Christmas and couldn't think of anything that evoked the feeling of Christmas more than a festive family portrait. In order to make the traditional family snap a more engaging, digital experience, we set about creating the BBC Good Food Show's first ever Twitter Mirror.

We began working with developer Rick Harrison to create the Twitter Mirror microsite. The Twitter Mirror would allow BBC Good Food Show visitors to snap a portrait on-stand (through our 'Mirror'), tag themselves and send the tweet via the @BellingUK account – creating a buzz on-stand and online, and also offering a festive reminder of each participant's day. An image itself wasn't necessarily enough to encourage users to share, so we went about creating an impactful backdrop for the 'Mirror'. We commissioned cake artist Connie Viney to build a giant gingerbread house – eight feet of gingerbread, icing and sweets, inside which Connie would decorate personalised gingerbread people for stand visitors during the show. The gigantic gingerbread house created the backdrop to the images, and also attracted attention from show-goers and celebrities alike.

Implementation (including where, when and for how long)

The Twitter Mirror – a large touchscreen monitor and HD webcam – was mounted onto the wall of the Belling stand which was designed to look like a fireplace surrounded by family portraits. Images used in frames around the Mirror exhibited Belling's 100-year history in Britain (and the Mirror usage T&Cs). The monitor was designed to match the frames on the wall and was decorated with a Christmassy wreath, while festive props were also hung nearby for visitors to use in their photographs.

Each image taken during the show was automatically tweeted from the @BellingUK Twitter account using #BellingChristmas, and users were also invited to edit the tweet to tag themselves – a 'retweet to win' competition aspect was included to encourage sharing. The images were also automatically put into an album on Belling's Facebook page so that Good Food Show visitors without Twitter weren't excluded from snapping their festive portraits.

With Twitter's limits in mind, we also created a contingency account that we could easily switch to if our outputs became too frequent.

The Good Food Show plays host to a number of popular celebrity chefs; from Mary Berry to Stacie Stewart. During the event, we approached influential figures to try the technology including Paul Hollywood (196,000 followers), Rachel Allen (27,000 followers) and Lisa Faulkner (85,000 followers), because of the novel nature of both the gingerbread house and the Mirror, most attending celebrities said they were thrilled to get involved.

To generate branded content and a legacy piece, each image was watermarked with the Belling logo.

Research, Planning, Measurement and Evaluation: Outcomes and Outputs

The campaign success was measured against its objectives by using tools such as TweetReach and Facebook Insights to gather data.

Outputs

- Twitter Mirror microsite – which can be reskinned for future use
- Twitter Mirror hardware – which can be reskinned for future use
- Giant gingerbread house – which was re-used for Birmingham children’s Christmas events following the BBC Good Food Show
- 200+ branded images were created and shared creating rich content for social media and also legacy pieces which can be used in marketing activities moving forward

Outcomes

- We increased brand awareness through the #BellingChristmas hashtag – social impressions created by the campaign were in excess of 330,000 (Twitter and Facebook)
- We reached new users - over 76,000 social media users were reached with posts and images using #BellingChristmas
- We actively engaged people on-site - 410+ people at the show used the Mirror and uploaded their image. Many more were intrigued and opened dialogue about the Mirror and house
- The house and Mirror created considerable buzz at the Show with visitors and organisers alike, and interviews about both were undertaken with journalists from Birmingham Mail and BBC Radio. The Show’s production team also filmed the stand in action for future promotional work.
- We harnessed celebrity buzz - we engaged 12 top tier celebrities who took part in activity and appeared in branded images including:
 - Paul Hollywood
 - Brian Turner
 - Stacie Stewart
 - Joanne Wheatley
 - Cyrus Todiwala
 - Rachel Allen
 - Lisa Faulkner
 - Helen Skelton

Budget and Cost Effectiveness

The budget for this activity was £10,650. This was broken down into:

- Hardware
- Design
- Development and coding
- Build and materials for the gingerbread house

This equates to £32 per 1,000 people reached by the campaign via social media alone. However, the gingerbread house also created a large part of the event experiential activity. Furthermore, the hardware and microsite can (and will be) reskinned for future use and the house was used for children's events in the Birmingham area after the show closed.