



PRIDE Awards: Consumer Relations Campaign Award: Launching Fab Minis

The brief

In 2013, Fab, the nation's number one ice lolly which sells more than 66.2m lollies in the UK each year, was losing relevance among its target consumers - the ice cream aisle was being side-lined by parents for health reasons. What's more, Fab's main competitor was investing heavily in above the line advertising, leaving Fab fighting for share of voice and more worryingly, losing shelf space.

R&R Ice Cream, makers of Fab, decided to invigorate the brand with a mini, more permissible version of the iconic product, with the aim of creating a product that appealed to adults and kids alike. The fun mini format, coupled with the positive health benefits of a low calorie product packed with real fruit juices, would help the business to unlock a new audience and reinvigorate the existing fan base.

In early 2013, R&R launched its range of Fab Minis to market. Finn's brief needed to:

- Raise awareness of the new SKU
- Make it distinctly 'mini' and fun, but not to disassociate it from the parent Fab brand
- Spend strategically, to ensure marketing activity could outplay competitors
- Generate £2M RSV
- Drive incremental sales and minimise brand cannibalisation

Strategy

With minimal budget for a national product launch, the strategy required a single creative idea to work across four channels (digital, social, PR and retailer 6-sheet advertising). At its heart, the idea needed to be shareable, in a bid to leverage Fab's strongest asset – its Facebook page of more than 50,000 engaged fans.

Taking inspiration from the fun, mini format of the product, Finn dramatized the small size of the Minis range by developing and building the world's smallest ice cream van, which would travel the length of the UK, spreading the news of Fab Minis, and be the star of the campaign.

A suite of content supported the central creative, in a bid to prolong awareness over June to Aug - a key sales period for ices:

- Ad creative to support six-sheet retailer activity
- Viral video to help give the Minis range a distinct yet tonally similar brand voice
- Media relations, including photo stunt and product press drops
- Facebook content marketing to engage the community and advertising to broaden reach
- Retailer head office events to strengthen commercial relationships and presence at regional events

Creative execution and methodology

The World's Smallest Ice Cream Van: Finn commissioned Peel, manufacturer of the world's smallest car, to develop the Fab Minis ice cream van, which came with fully functioning built-in freezer and speakers playing traditional ice cream van music. The van was designed in the style of a Fab ice lolly, topped with sprinkles, to help brand recall.

Viral video: A fantasy manufacturing story was developed and turned into video content. The story featured the world's smallest Rube Goldberg machine, built specifically for the campaign, using retro kid's toys. Filming took place in a Tesco store, to leverage sell-in and the retailer's own social channels. The video was teased on Tesco's Facebook page in April and exclusive video placement was negotiated with The Sun thereafter.

Six-sheet ads: Strategically placed, retailer six-sheet advertising coordinated by media agency partner, The 7 Stars, kick-started the campaign, helping to raise awareness of the product at the point of purchase. The creative featured the mini ice cream van and was positioned tactically, to help drive consumers in-store.

Media relations: In early June, a photo stunt in central London showcased the Fab Minis ice cream van at iconic tourist attractions, highlighting the new lollies to the public and securing national media coverage as a result. The van also visited media houses, offering product samples to national media. The activity generated on-the-day social buzz (from media and consumers), news coverage, plus long and short lead product coverage.

Facebook content marketing and advertising: Finn developed a content calendar to tease, launch and build excitement with its fan base around the launch of the product from June through to August. Social advertising was used strategically to support the engaging content – helping the brand to broaden its reach outside of the community.

Regional event presence and photo calls: During May, the minivan visited the head offices of all major retailers to support each buyer and strengthen commercial relationships. In June and July the van visited high footfall family events, sampling Fab minis, and was supported with regional photo calls to amplify awareness.

Evaluation

As this was a launch, the agency front loaded the campaign to generate mass reach and momentum, with a suite of content to prolong awareness over the campaign period and address any wear out. KPIs were centred on awareness, typical for a launch. The agency used free tools to measure and evaluate the campaign including Facebook Insights, YouTube analytics and press circulation data (segmented by TGI – Mums who purchase ice lollies).

Outputs:

Channel	KPI	Delivered
YouTube views	20,000	28,645
Facebook reach (June – Aug)	1.5m cumulative	2.2m cumulative
Facebook engagement rate	Average weekly 2%	Average weekly 3.5%
Total media hits	35	70
Key message delivery (at least one)	80%	100%
Purchase signposting / URL	45%	95%
Inclusion of campaign photography	50%	100%
Cumulative OTS (consumer press)	20m	28m

Outcomes:

Channel	KPI	Delivered
RSV (Minis only)	£2m	£2.6m
Incremental brand sales	N/A	86%
Fab Standard sales growth	N/A	+11.6 % (directly attributable to Minis range)
Secured listings	N/A	All major multiple and convenience channels now stock product
NPD / Business opportunity	N/A	Success of Minis format has unlocked new private label opportunities for the business totalling more than £1m in licensing agreements.

PR campaign budget

PR and digital activation budget	£46,500
Asset creation (Fab minivan)	£18,500
Media buying (retailer 6-sheets)	£125,000 (Media agency budget: The 7Stars)
TOTAL:	£190,000