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Kantar Millward Brown BrandLift: AOL, Cadbury Buttons 'Memory Lane'

Kantar Millward Brown are the world's leading digital experts in helping clients grow great brands



Cadbury Buttons 'Memory Lane': Campaign Overview

- In a media first, Cadbury's & Storylabs joined forces with parenting heavy weights; Huffington Post & AOL. Championing joy and togetherness, the ground-breaking 'Shared Moments & Memory Lane' campaign, combined the best of influencer marketing, content and creative technology. The campaign encouraged mums to celebrate their daily rituals with their children and inspired more shared experiences— positioning Buttons as synonymous with shared moments and cementing the brand as a regular first choice chocolate treat
- The premise behind Memory Lane was to capture moments of joy between parents and their children in a shared online environment (AOL and Channel Mums). The creative utilised VR and 360 video to bring the experience to life in a completely unique way
- The idea of the content was to build a community of parents and interaction between those parents and the Cadbury's brand. With the ultimate brand aim being to emotionally connect with consumers
- Prior to the launch of Memory Lane and other interactive campaign creatives, there was an initial phase hosted by AOL, with more of a product led focus.

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Creative examples – Phase 1

Phase 1

MPU



Phase 1

Devil - how to make cupcakes









Creative examples – Phase 2

Genie to Memory Lane







Huff Post sponsorship Devil





















Creative examples – Phase 2

Editorial with wallpaper



Cat Cupcakes Video 30



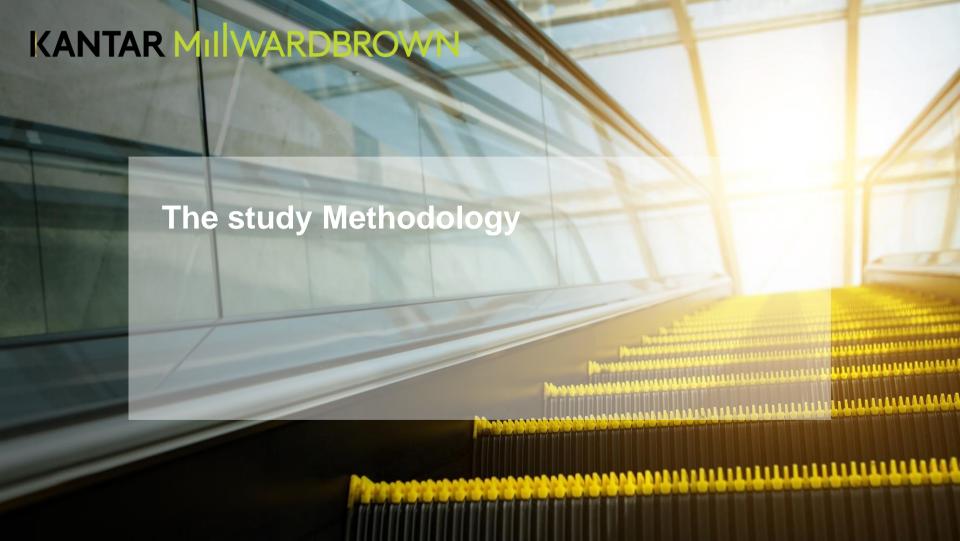




Cadbury Buttons 'Memory Lane': Study overview

- Simultaneously to the campaign launch, AOL worked with Kantar Millward Brown to measure the effectiveness of the campaign through understanding the shifts in key brand measures particularly saliency and core perceptions of the brand
- The study results highlighted the strength of the AOL campaign at delivering against key brand objectives, with impressive significant uplifts in awareness and brand perceptions
- The study provided crucial insight to the Cadbury's team, its agency, Storylabs and AOL. Cadbury's surpassed brand metric targets in top of mind awareness and consideration
- The research was able provide crucial insight into this media first for an established brand, and how different types of digital content work to drive awareness, affinity and consideration
- The client Cadbury's have used the results to better inform media planning and content creation across its Buttons variant and the wider Mondelez portfolio

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Cadbury Buttons 'Memory Lane':

Kantar Millward Brown BrandLift Insights Methodology

- The study used Kantar Millward Brown's (KMB's) BrandLift Insights methodology to measure the effectiveness of the online advertising
- Working closely with AOL, KMB tagged online activity linked to the 'Memory Lane' campaign to identify individuals exposed
- Using KMB's sophisticated Ignite panel, a matched control and exposed group were targeted and surveyed simultaneously during the campaign
- The two groups were matched across numerous demographic and behavioural data points to eliminate any non-campaign biases
- This proven methodology enabled accurate measurement of uplifts in key brand metrics among viewers as well as putting these results in context using Millward Brown's norm database.

BrandLift Insights allows us to understand the impact of digital campaign activity on key brand measures we know predict long term growth



against our global digital norms?

BrandLift Insights:

Research Design & Methodology - Panel Recruitment

Simultaneous and continuous recruitment in the campaign footprint, via an online panel

This ensures that both control and exposed cells are filled evenly over time, meaning that both groups have an equal chance of being influenced by external factors.

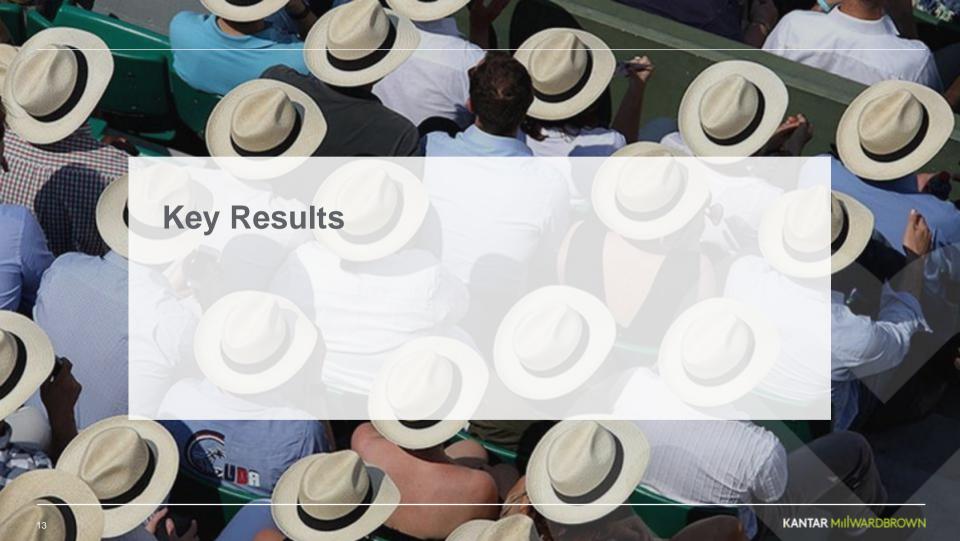


Both groups are matched in terms of demographics, site visitation and behaviours so that any differences between control and exposed can be attributed to the campaign.

Brand Metrics covered

UBA First Mention	Which brand of chocolate comes to mind first (spontaneously)
UBA Any Mention	Which brands of chocolate come to mind spontaneously
Aided Brand Awareness	What is the awareness of Cadbury's Buttons and competitors when prompted
Online Ad Awareness	What is the recall of advertising for Cadbury's Buttons and competitors online over the last 30 days
Message Association	Is the tagline 'taste like it feels' being associated with Cadbury's Buttons, rather than competitors
Makes you smile	Is the perception of 'makes you smile' being associated with Cadbury's Buttons, rather than competitors
Brand Favourability	How favourable are being towards Cadbury's buttons and competitors
Purchase Intent: Buttons	Intent to purchase the sub-brand (Cadbury's Buttons)
Purchase Intent: Cadburys	Intent to purchase the parent-brand (Cadbury's)
Affinity	Do people love the Cadbury's Button brand





Key Results

- Campaign performance across both phases was very strong with the majority of brand metrics benchmarking above average against KMB's category norms
- Exposure significantly improved top-of-mind awareness of Cadbury's and online awareness of Cadbury
 Buttons this surpassed client targets
- Phase 1 drove perceptions of joy and both phases delivered significant uplifts in meaningfulness and difference of Cadbury's Buttons
- The research also measured brand set consideration; a key metric for Cadbury's. The client was targeting a decline in Kinder Surprise consideration, and the BLI study measured a significant decline for this competitor, again surpassing the client target
- Creatives were strongly branded and highly engaging, facilitating performance
- AOL employed a strong mix of traditional and newer digital formats which worked well together (particularly video which drove significant uplifts across the entire purchase funnel), proving the value of investment.



Kantar Millward Brown's BrandZ equity framework highlighted the importance of the Cadbury's campaign uplifts on key metrics, particularly saliency which is a key measure in this category...

Kantar Millward Brown's Meaningfully Different Framework shows that the strongest brands in the world are meaningful, different and salient.

To develop the Meaningfully Different Framework, Kantar Millward Brown used new research and analytic techniques to explore brand performance across three unique dimensions:

Beliefs: Extensive multi-country, multi-category evaluation of the Kantar Millward Brown brand equity database covering survey-based attitudes on more than 50,000 brands, and a culmination of 40 years of brand equity research.

Brains: New neuroscience research into how ideas and emotions shape consumer predisposition to brands.

Behaviour: Ground breaking validation of the new brand equity model linked directly to sales using behavioural data.

Meaningful

Consumers feel an affinity for the brand or think it meets their needs



Different

Feels different from other brands or sets the trends for the category



Salient

Comes to mind quickly and readily when activated by ideas related to category purchase







Study Significance

- The study served as a key piece of insight into how digital partnerships could work for Mondelēz brands. The study measured the 2 phases of the campaign, illustrating how each worked on its own but also in combination, providing actionable insights into performance and brand marketing. A key learning was to ensure prominent branding and a clear link between strategies; one which the brand has carried over into its next campaign with AOL. Following the campaign's success and actionable insights, Cadbury's has returned to work with AOL on another digital partnership in 2017
- The study measured the world's first personalised 360 degrees virtual reality video experience in Memory Lane. The results were invaluable in providing insight into how consumer's respond and engage with this emerging technology format. We were able to test various formats from display to video to editorial, how they drive different brand metrics and work in combination. Most importantly, the client gained valuable insight into the types of content that had a negative impact on Kinder, crucial to Cadbury's as they are the market leader and the objective was to convert Kinder buyers to Button purchasers
- The results have been used to inform more effective partnership planning within AOL and Cadbury's/ Mondelēz, playing a significant part in the application of a new partnership between the publisher and brand.