

**MSN case study:**

# Socialising Chuck

If you want to be embraced online, offer the right tools.

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| <b>BRIEF:</b>           | <b>Introduce and enliven new Chupa Chups brand ambassador, Chuck</b> |
| <b>CLIENT:</b>          | <b>Brand Lines</b>   |
| <b>TARGET AUDIENCE:</b> | <b>Generation Y</b>  |
| <b>PLATFORMS:</b>       | <b>Windows Live Messenger</b>  |
| <b>AGENCY:</b>          | <b>Mitchell &amp; Partners Ltd</b>                                   |

**Campaign overview**

The local brand managers of iconic lollipop Chupa Chups wanted to enliven new brand character Chuck. He had to be relevant and accessible to online audiences. Getting there required the right tools for Gen-Yers to include Chuck in social circles and celebrate his essence – life less serious.

**MSN solution**

Windows Live Messenger, including Personal Expressions Pack and a Targeted Expanding Half-Page with video placement

**Execution**

Agency Mitchell & Partners devised a multilayered campaign, including both television and multiple digital properties. Online media offered critical engagement, providing the best avenue for Chuck's inclusion in social circles and the means for broader Gen-Y engagement. Life less serious encouraged viral media placements, maximising reach and online touch-points.

The campaign hub – a Bebo profile – provided a localised landing page and social engagement platform. Windows Live Messenger pitched Chuck into social networking, using two units that allowed audiences to embrace his character, share his story, and initiate conversation.

Bringing a viral element to the campaign, The Messenger Personal Expressions Pack allowed users to customise their own MSN Messenger winks, emoticons, background displays, and display pictures with Chuck Characters and branding. A Targeted Expanding Half-Page with video placement allowed users to share the TVC in a captivating online environment.

**Results**

In total, MSN delivered over six million impressions during the 12-week campaign period. The Windows Live Messenger Targeted Expanding Half-Page with video placement delivered over 500,000 impressions and a click-through rate of 1.22%. The subsequent \$0.78 CPC rate was well below the industry standard benchmark. The Messenger Personal Expressions Pack generated over 33,000 interactions with Chuck and the Chupa Chups brand. At the end of the campaign period Chupa Chups sales registered a substantial increase for the confectionary category.

**Lessons**

Mitchells says MSN, combined with other digital platforms, was extremely successful and provided a large number of clicks and some of the best ever placement value.

As people flock to social networking more marketers are going there, too. The sheer volume of communication ups the ante for everyone. If you want to be heard and included you've got to do much better than just be there. Using a trusted network, like MSN, with refined advertising formats and marketing avenues that don't irritate users, is increasingly important to being heard and meaningfully engaging.

