



Twick or Tweet - Magpie tweets promote Tetra Pak's Halloween campaign

Tetra Pak wanted to get word out about healthy snacks for kids – namely, chocolate milk by Hershey's and Organic Valley served in cartons, which are also better for the environment. The campaign was kicked off just prior to Halloween, so moms were encouraged to hand out single serve cartons instead of the typical “junk food.”

The Goal

Besides encouraging parents to distribute chocolate milk in cartons on Halloween, parents should be informed of the benefits for both their kids' health and the environment. As Tetra Pak committed to donate 10 cents to World Wildlife Fund (WWF) for certain user actions related to the campaign, fun ways were created to engage with the brand while doing good.



Figure 1: Chocolate milk served in Tetra Pak cartons

The Strategy

JB Chicago (<http://www.jbchicago.com>) is a marketing agency that specializes in integrated marketing. With more than 15 years of experience, the company has become a frontrunner in the social networking realm, launching the first major brand push around a Twitter microburst in conjunction with Axe Deodorant. When creating the Halloween campaign for Tetra Pak, they decided to use their “seed, convert and sneeze” strategy to establish a core audience that was inclined to share the campaign vehicles with others.

Pertinent influencers on Twitter were seeded with the campaign messages using both Magpie and other outreach techniques. Soon, users began to talk about the campaign and use the applications -- and encourage their friends to do the same.

Conversion was achieved when users visited the Twitter, Facebook and Web applications (Figure 4), which allowed them to send “tricks or treats.” It was also attained when users clicked on links that directed them to Hershey's and Organic Valley



coupons. Upon visiting the application landing pages, the 10 cent donation for each click within the applications prompted users to “sneeze” the message out to friends –as did the fun nature of the games themselves.



Figure 2: Ad tweet for the Tetra Pak campaign set up with Magpie

Campaign setup with Magpie

To get the word out on Twitter, JB Chicago decided to use the Magpie Advertising Network as one of their outreach mechanisms.

Setting up a Magpie campaign is an easy and straightforward process. As first step, short and engaging ad messages, a maximum of 130 characters, had to be conceived (Figure 2). Posing questions helps to draw the viewer’s interest, hashtags such as #chocolatemilk and #WWF ensure compatibility with the Twitter environment. The URL <http://www.twickortweetme.com>* gets automatically shortened to a Bit.ly link when published. This optimizes the number of available characters in the ad messages and also allows for reliable click tracking.

As second step, the desired audience for the campaign needed to be specified by defining a query with keywords that are frequently used by the target group (Figure 3). Geo targeting is automatically enabled by analysis of the ad’s language. It can be further refined by applying a country filter which selects Twitterers based on their home country.

After setting a maximum CPM bid and budgets for daily and total spent, which all help to control the cost, the campaign was ready to be aired.

Once approved, the ad message was published by numerous Twitter users who had registered with Magpie and qualified for the campaign. The ad appeared within the timelines of those users on Twitter, but also in any software client that supports Twitter, on mobile phones and on any social networks that allow users to embed Twitter (such as Facebook).

Once at the campaign's landing page, users selected either a “trick” or a “treat” to send to a Twitter friend, or they could inform them of their ranking in the contest to send the most. Directly below the area where users opted to trick or treat a Twitter friend, there was a ranking of the “Scariest Twitterers” – the people who send the most tweets.

Again, each message was automatically populated with a relevant hashtag, such as #halloween, #charitytuesday and #chocolatemilk.



Figure 3: Defining the campaign's target group with keywords



The Results

3,628,525
Followers reached
on Twitter

With a total of 18 different ad messages grouped around the topics Family, Health and Environment/Animals, the campaign directly reached a whopping 3,628,525 Twitter followers.

1.24%
Average click-through
rate

Out of these, an impressive number of 45,114 followers clicked reached the aforementioned “Twick or Tweet” landing page, where additional actions could be performed. Figure 4 shows the landing page.

8.0c
effective cost per click

With a total effective cost per click of only 8.0c, Magpie has been an extremely cost effective yet innovative driver to the Twick or Tweet campaign.



Figure 4: Landing page* with Twitter application

*) Page has been removed after the Halloween season of 2009