

## MMA CASE STUDY

# Knorr

## Soup in Every Stew

### Campaign Summary

Unilever partnered with the agency Brandtone to create the first mobile marketing campaign for its Knorr Soup brand in South Africa. Stews are a daily meal in many South African homes, so the goal was to help moms find new and exciting ways to prepare them while also increasing consumption and encouraging loyalty. Unilever wanted to ensure that Knorr Soup was used in two out of every four stews prepared in South African homes by 2015. To that end, every packet of Knorr Soup was printed with a code that could be texted in to receive cooking tips or free cell phone minutes.

### Strategy and Execution

The promotion was targeted at South African moms in low- to middle-income families, who often do not have the resources to be inventive with their cooking. Unilever wanted these women to see Knorr Soup as a source of inspiration.

Mobile was central to this campaign, providing the medium required for both participation and reward redemption. Although mobile phone penetration in South Africa is at 89 percent, smartphone penetration is at less than 20 percent, and the majority of consumers use basic handsets without Internet access. Therefore, the entry mechanism had to be simple and applicable to any mobile device. There was also no cost to participate.



In addition to driving usage and loyalty, Unilever also wanted to create a consumer database to help build the Knorr Soup brand and other Unilever properties. Unilever wanted to be able to use this database to draw on when conducting highly targeted discussions about its products. This database can now be segmented by region, Knorr Soup usage levels, other products used, etc.

Free cell minutes were an ideal incentive for Unilever's target demographic. The minutes were added to the consumer's mobile device within 24 hours of winning, providing instant gratification and giving Unilever a way to reward customers without the logistical challenges associated with physical prizes. The campaign was promoted primarily via Knorr Soup packaging.

## Results

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Overall, the campaign engaged with four million unique consumers in South Africa and Knorr Soup sales volume grew by six percent, exceeding campaign targets for both goals. Over 12.3 million text entries were received, and 95 percent of participants opted in to receive further communication from the brand.

## Source

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"MMA Case Study: Soup in Every Stew." 2013, Bronze Winner, EMEA, Relationship Building/CRM. Unilever. Brandtone.