



## MMA CASE STUDY



# Cornetto My Loveee

## Campaign Summary

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Cornetto wanted to drive sales in Turkey without a “buy one, get one free” discount. The ice cream brand launched an interactive summer campaign utilizing rewards, text messaging, location-based targeting, and social media.

## Strategy and Execution

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In the past, Cornetto had used a “buy one, get one free” approach when it came to increasing sales for its frozen ice cream cones in Turkey. However, this type of approach had the potential to decrease a brand’s reputation over time. Looking to move past price-based promotions, Cornetto launched a more interactive campaign in Turkey based on the motto “don’t be afraid to show your love.”

During the campaign, consumers who bought certain Cornetto frozen products were able to text in codes found on the packaging to receive free cell phone minutes. Consumers who texted in the codes also received an automated call asking them to show their love for Cornetto by shouting the phrase “my love” for as long as they could. They were then able to win extra rewards. Users could also participate by entering their mobile number on the Cornetto Facebook app to receive an automated call. During the call, a teddy bear (Cornetto’s mascot) would appear on the Facebook page encouraging them to shout louder and longer.

The campaign was supported by text messaging to customers who had opted in to receive it, as well as location-based text messaging to people spending time at Turkey’s Cesme Babylon Beach Club, where Cornetto had a sponsorship. The messages offered free cell phone minutes if consumers visited Cornetto’s mobile sites. Additionally, Facebook advertising and mobile banner ads directed customers to the Facebook app.

## Results

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Over 200,000 customers participated during the campaign’s first week, increasing sales of the product.

## Source

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“Cornetto: ‘My Loveee’ Summer 2012 Campaign.” 2012 MMA Smarties Silver Global Winner Promotion. Brand: Cornetto/Unilever. Lead Agency: Rabarba.