



DBA: Design Effectiveness Awards 2018

Cadbury Heroes' AR Advent Calendar

Mondelez: Cadbury
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For publication

DesignBridge™



Executive Summary

As the first ever Heroes Advent calendar to be launched, Cadbury's family favourite had a clear ambition – to appeal to teens who consider themselves “too old” for advent, instead of the typical pre-teen audience and adults reliving their childhood.

The brief was to design a traditional advent calendar pack – 2D on a conventional 3D structure. However we felt that to truly engage this audience we would need to go beyond this. We encouraged the client to expand the remit to include the digital realm.

This meant working together with Blippar, a leading specialist AR agency partner to develop and realise entirely new AR face-tracking advancements we knew our audience would love – specifically for this project.

We therefore designed a digital user experience fusing the traditional format and daily ritual of advent with the fun and frivolous aspects of social media selfie-sharing. Each day of advent a new window can be opened on the physical calendar, revealing a chocolate treat. But also a new selfie filter was released, offering an immersive Heroes experience teens couldn't help but share with the world... so building engagement over time.

Engagement results

(which would not have been possible without the digital aspect):

- **38,300 consumers, known as unique users, interacted with Cadbury Heroes Advent Calendar**, more than three times our goal of 9,800.
- **98,000 pieces of content were generated** and directly shared across social media channels.
- **Achieved 5.7m user impressions, ten times benchmark.** Calculated from number of unique users and content shared, multiplied by average number of active followers per user.
- The total number of Heroes AR app interactions **exceeded 200,000, more than double the expectation of 78,000.**
- Those consumers who **interacted with the calendar using the Heroes app did so an average of 5.2 times** over the course of advent, double our benchmark of 2.6 times.

Sales results

- Sold 570,000 calendars, **44% more than target. £2.5m vs. £1.6m** Retail Sales Value – a target based on 2016's top 10 UK advent calendar list plus predicted Year on Year growth.
- **Straight in at No.4:** Became UK's 4th best-selling chocolate advent calendar in 2017.
- **Making it the UK's No. 1 traditional Christmas chocolate NPD in 2017** (category: Traditional Xmas).

44%
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5.7m
user impressions

UK's No.1
NPD in 2017

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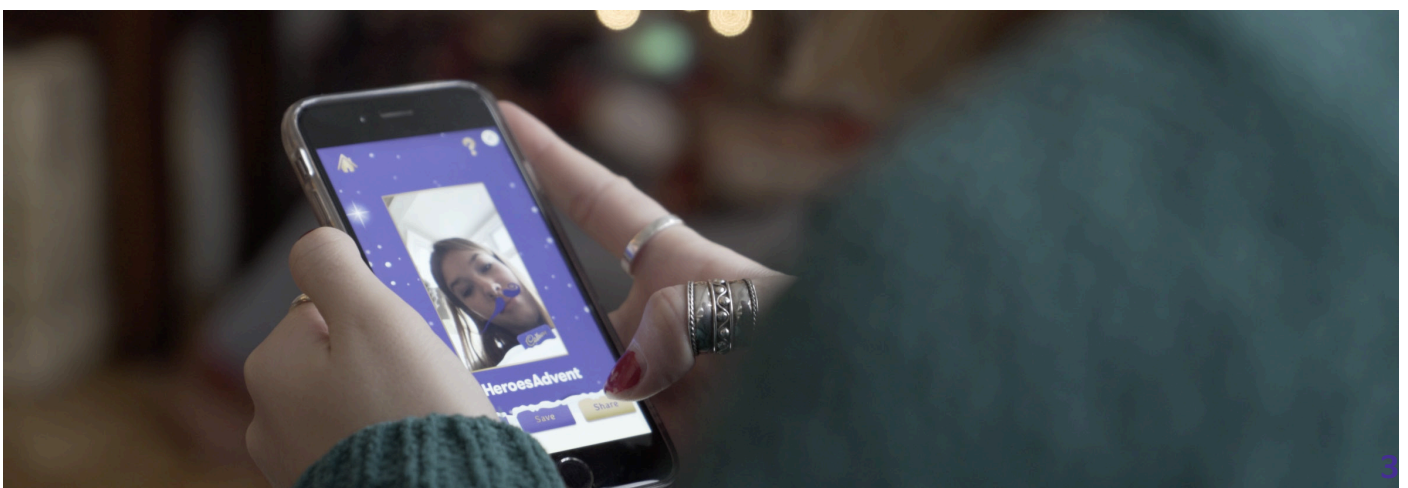
We were delighted with the launch of our Cadbury Heroes Advent calendar, which surpassed our internal benchmarks to become the best performing NPD last Christmas. The design and concept links perfectly with one of the key rituals at Christmas, and the digital activation is fully aligned with our brand strategy of bringing families together. It was our first ever 'digital packtivation' and we are certainly looking to launch more in the future, based on this huge success.

**Charlotte Parkes, Brand Manager,
Christmas & Halloween, Cadbury**

This is a prime example of when AR works. Cadbury successfully extended the packaging experience to differentiated their product, encourage advocacy and drive sales.

**Global Client Director, Blippar
(AR Specialist)**

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Case study overview

Outline of project brief

Cadbury sought to challenge the one-size-fits-all approach to chocolate advent calendars, refocusing the Christmas range and tailoring their products to meet the needs and wants of specific consumer demographics.

In doing this, Cadbury would truly deliver on its generous brand spirit by offering a full spectrum of ages an exciting, and relevant, advent experience.

Design Bridge was initially briefed to create the 2D artwork that would skin the 3D structure of Cadbury Heroes' first advent calendar. However we quickly realised this wouldn't be enough.

Based on our knowledge of the importance of social media to teenagers, we saw an opportunity to combine traditional design with modern social media technology. After some discussion we decided on Augmented Reality (AR) Selfie filters shared on social platforms such as Instagram and Snapchat, allowing teenagers the chance to express themselves and share with their friends.

We put together a strong case arguing that this approach would help Cadbury Heroes achieve a category first in a crowded market; whereby physical and digital would not only merge to create a rich, layered advent experience but would offer infinitely greater consumer reach for the brand.

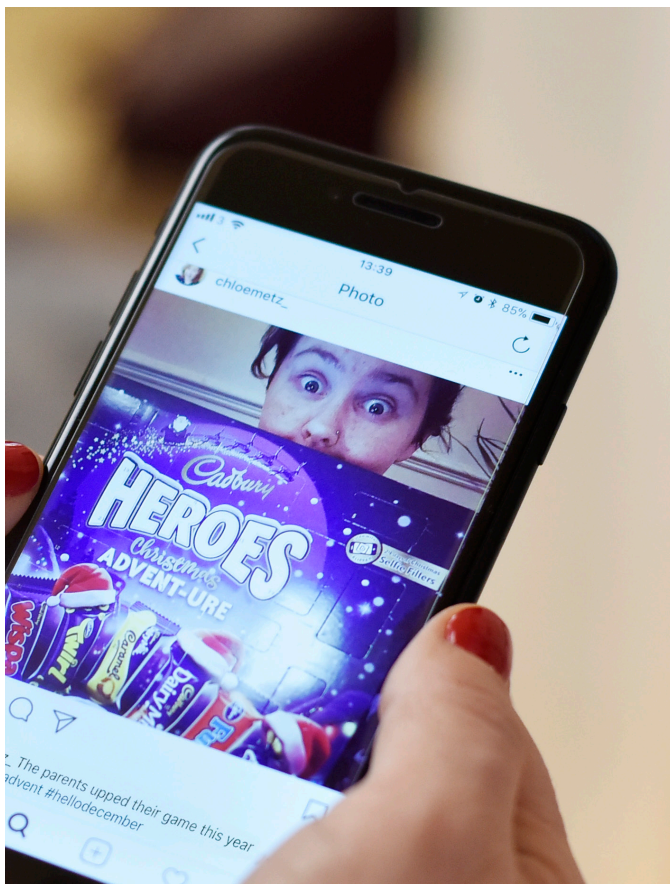


Business and marketing objectives:

Debut within the UK's Top 10 advent calendars 2017.

Target £1.6m RSV / 320,000 calendars at £4.99 each.

Engage teenage consumers who consider themselves "too old" for advent.



A simple concept, carefully considered

Our design solution was simple – using a downloadable app, let our audience scan the physical Heroes calendar with their mobile or tablet device and watch advent come to life with interactive AR content, including 24 unique Selfie filters released each day.

A key design consideration was creating a 24-day advent journey that could retain the attention of our notoriously dismissive teenage audience.

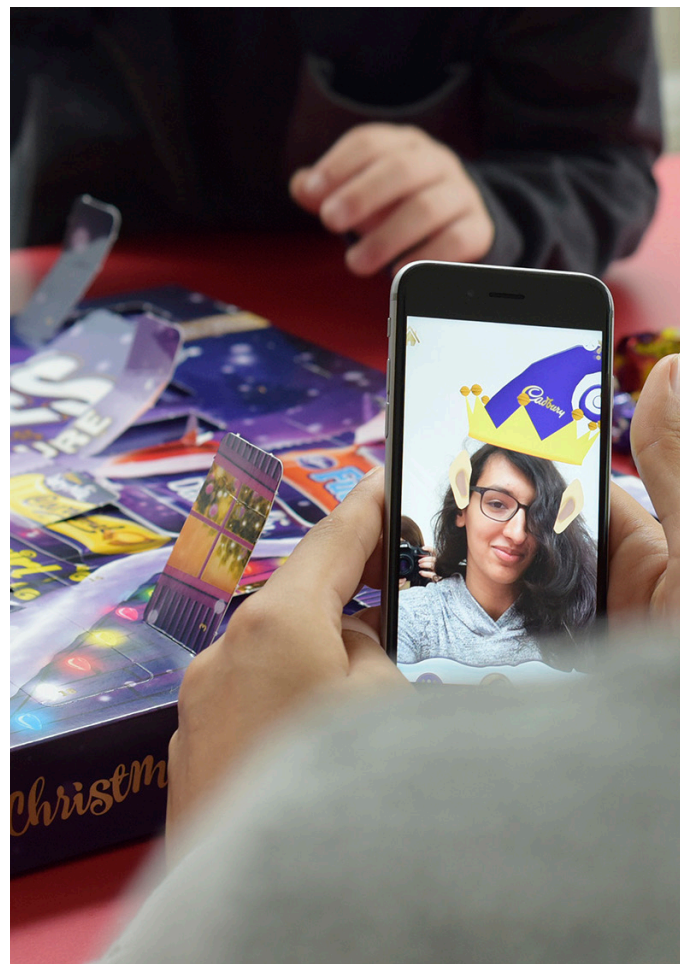
A journey that had momentum, pace and anticipation built into it, one that gave our audience a level of creative control and merited repeat interaction.

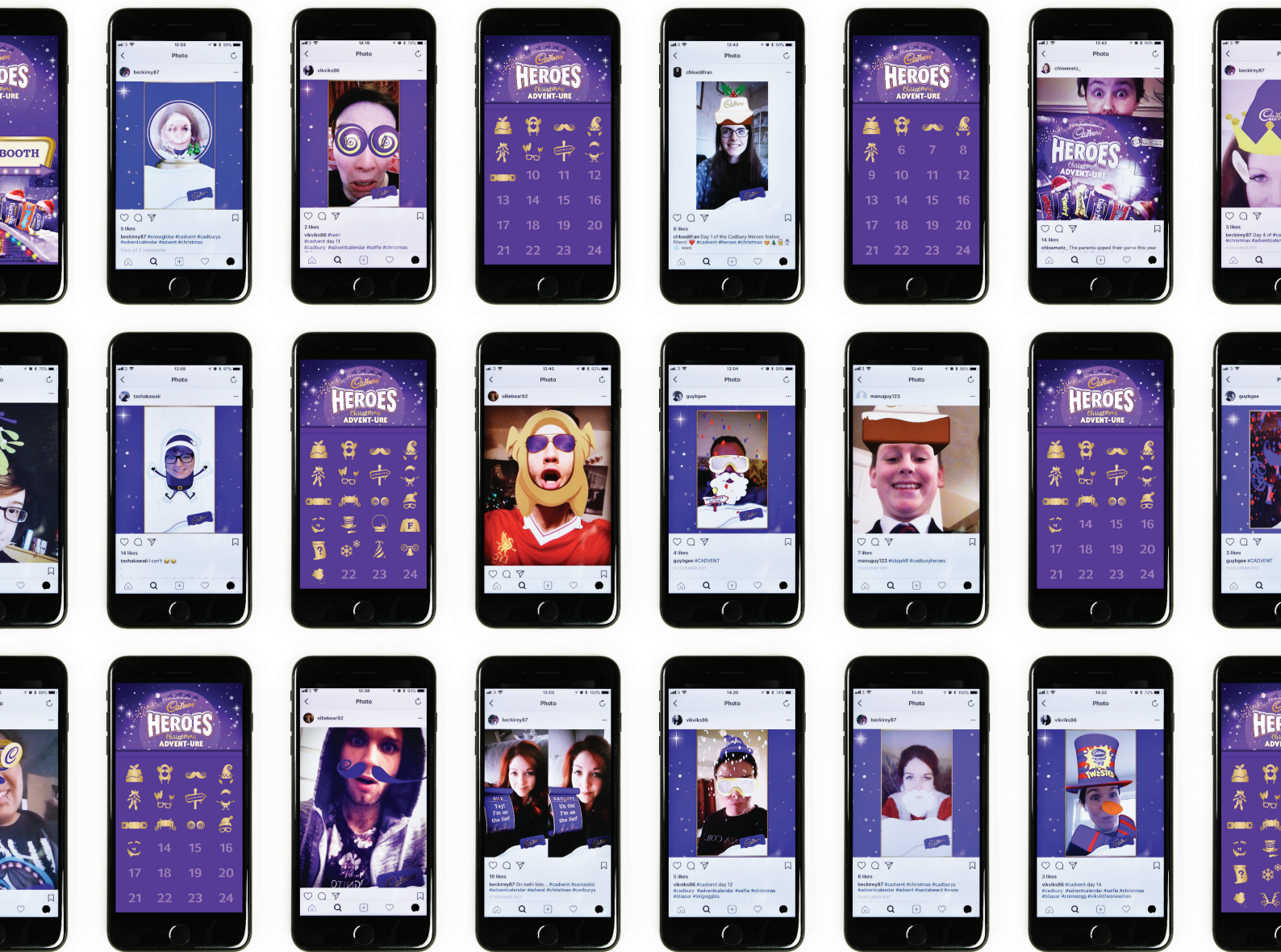


Designing the AR Winter Wonderland

Beyond the physical pack graphics, every inch of the digital winter wonderland User Experience (UX) had to be carefully mapped; ensuring every touchpoint of the journey was accounted for and flowed intuitively to and from each other.

Once the framework for the UX was established the team developed the look and feel of the User Interface (UI), borrowing digital's universally recognised visual language to maintain optimal usability, while incorporating the unique style of Heroes and the seven iconic Cadbury brands (Fudge, Dairy Milk, Caramel, Twirl, Wispa, Eclairs and Creme Egg Twisted) within the mix.





24 bespoke Selfie filters were designed and animated to represent each of the corresponding advent chocolate's personalities. This saw us remixing brand assets with seasonal icons to create engaging AR content that would bring a smile to our consumers faces, as well as their friends and families.

Fostering a strong agency partnership

Taking these from storyboard ideas to working reality meant partnering with a leading specialist AR agency whose technical knowledge and testing capabilities, alongside back-end support to host the Heroes advent AR app, proved invaluable to the success of this project. The result of rigorous testing and collaboration resulting in a snug Christmas Fudge jumper, swirling twirl glasses, and even a sprig of mistletoe that would trigger a shower of on-screen love-hearts once a friend joins the frame, just to name but a few.

Through the support of Blippar, we were able to deliver a seamless Heroes advent experience that connected what was once a predictable Christmas ritual with new 21st century behaviours engaging **38,400 unique users and their followers.**

The calendar proved so successful it debuted at **No. 4 in the UK's best-selling advent calendar list** (Nielsen), and is being distributed for the second year in 2018.

Overview of the market

A growing category

In recent years the UK chocolate advent calendar category has really taken off, and 2017 was no different: worth £36m, +28% vs. 2016. To add to the commotion there was a slough of premium added-value advent calendars going beyond the basic chocolate offering, covering everything from collectible Lego figurines and build-your-own charm bracelet for kids, to luxury cosmetics and craft gin samples for parents. Suddenly “luxury” added-value advent calendars had become mainstream and a simple chocolate-a-day somehow didn’t cut it any more.

Embodying Cadbury’s ‘Generous Spirit’

Where many brands were starting to charge a premium for these added-value advent products, Cadbury Heroes did not. In the generous spirit of Cadbury we created an affordable experience-driven solution that tapped into the everyday social behaviour of teens and their use of smartphone and tablet devices – **78% of 12-15-year-olds use tablet devices** (Ofcom, 2017) and **95% of UK 16-24 year olds own a smart phone**. (Independent, 2018).



Key facts

Cadbury Heroes advent calendar was available in retailers from end of October / start of November 2017, with interactive digital content launched on the first day of advent – Dec 1st.

Design costs: redacted confidential data.

Due to the packtivation’s 2017 success, the Heroes Advent will be repeated again in 2018.

Results

1.

Debut within the UK's Top 10 advent calendars 2017

Straight in at No. 4

Cadbury Heroes debut advent calendar was the 4th best-selling UK advent calendar in 2017 beating, Lindt, Kinder, Milky Bar, Mars and M&Ms.



2.

Drive RSV £1.6m

£2.5 million in sales over 2 months

2017's total sales were **+44%** versus the original £1.6m target, reaching £2.5m – the equivalent of 570,000 units over the festive advent period.



No. 1 traditional Christmas chocolate NPD

Thanks to such impressive sales figures, Cadbury Heroes' advent calendar became the No.1 NPD across the UK's total traditional Christmas (trad xmas) chocolate category, beating all other advent calendars, novelties, selection boxes, tubes and tree decoration NPDs.

Results

3.

Engage teenage consumers who consider themselves “too old” for advent



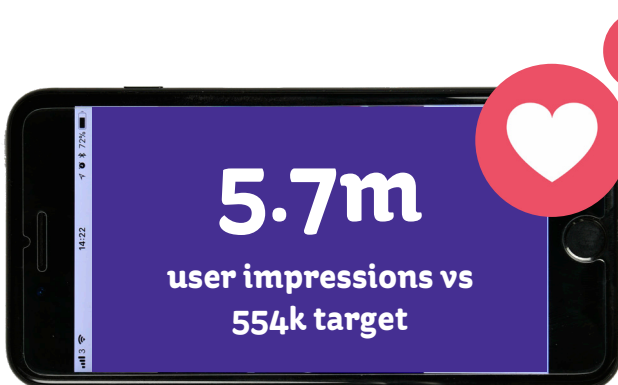
Over the advert period there were over **98,000 AR app shares** via the app. Of this number, **12,500+ were directly shared to Snapchat and Instagram**, favoured social media platforms by teens –

59% of UK 16-22-year-olds use Instagram (vs. 38% of 23-34 and 16% of 35-49),

56% of UK 16-22-year-olds use Snapchat (vs. 20% of 23-34 and 6% of 35-49) (BBC Newsbeat & Ipsos, 2017).*



The total number of user **app interactions exceeded 200,000**, measured as an interaction rate of 35.2%. Compared to the expected figure of 78,000 predicted user app interactions and interaction rate of 1.5%, both goals were set using Blippar's AR knowledge and expertise.



Blippar based on its experience as a leader within this field, originally set a target of 554,000 user impressions. However the actual figure of user impressions, extrapolated from the 98,000 shares and their predicted reach, was calculated to be **5.7m. This was over 10 times higher than the target.**

*Note: The number of actual shares is likely to have been even higher, since the figure of 98,000 does not take into account 58,500 'Save For Later' clicks. This feature involves teens filtering their Selfies through retouching apps such as Facetune, before posting on social media. Save for Later renders Heroes advent app Selfie shares untraceable when posted later on social platforms. So there may have been even more posts, but we are unable to directly account for them.

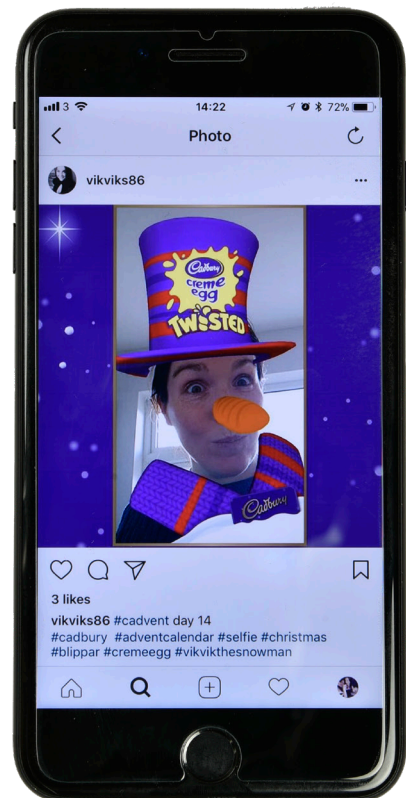
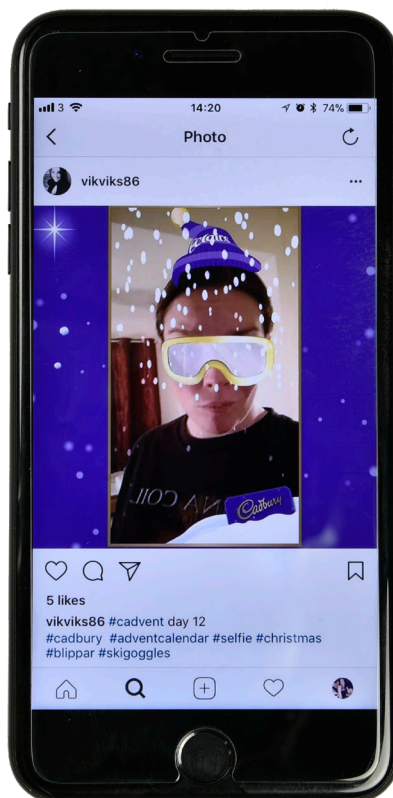
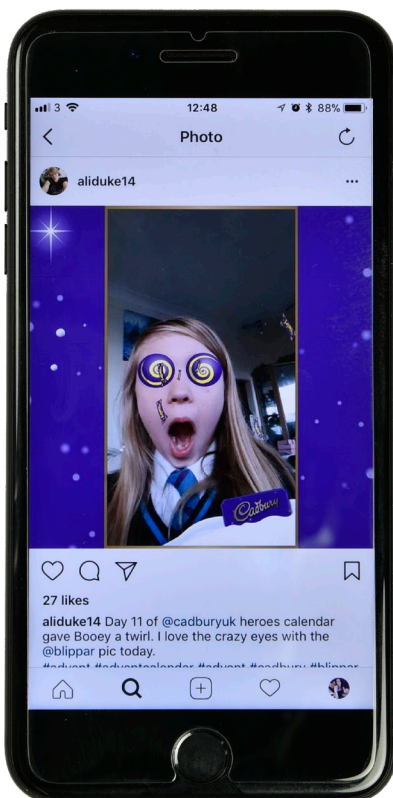
Results

3. continued

Exceptional repeat engagement

Cadbury Heroes' Advent calendar generated **12 times more engagement** than McDonalds 2016 Advent campaign, and 6.5 times the engagement of Nesquik's global cereal activation.

With a user interaction rate of 35.2%, and 43% of our audience engaging across multiple days, Cadbury Heroes' Advent calendar outperformed many of Blippar's activation benchmarks with global multinationals to become their most successful AR activation of 2017.



The on-going business effect

Due to the success of Cadbury's first Heroes Advent calendar AR engagement created confidence, interest and excitement around digital 'packtivities'.

Mondelez will now launch a Premier League digital activation across three NPDs for Christmas 2018 – Premier League Heroes Tin, Premier League Advent Calendar and Premier League selection box.

Other influencing factors

Beyond word-of-mouth and social media buzz generated by our teen demographic sharing their experience with friends and family, there were few influencing factors that drove Heroes Advent calendar success.

Cadbury UK promoted the calendar via a single post on Facebook, encouraging consumers to pick-up an 'advent calendar with a twist' amongst two other products but made no specific mention of the AR enhanced experience. It's worth noting that Facebook is not known for its teenage user base – but is more closely associated with over-35s.

There was also no in-store communication promoting the Heroes Advent beyond being featured alongside other Mondelez calendars in their general Christmas POS and being merchandised on the general Christmas aisle.