



# Marigold Peel Fresh Powerberries Case Study

## Campaign Objectives

- To introduce the latest product with a BIG BANG!
- To communicate product benefits.
- To synergize with offline efforts to maximize the effectiveness of the marketing mix.

## The Yahoo! Solution

- Awareness** – To create buzz and curiosity around the Powerberries juice to Yahoo! users through a mix of Yahoo! rich-media banners, social networking links and search.
- Engagement** – To inform and educate users on the product benefits through a interactive mix of interesting facts and downloadable content.
- Excitement** – To excite users and encourage participation by developing a Powerberries-centric game contest.

## Campaign Elements

Duration: 2 months from mid-June

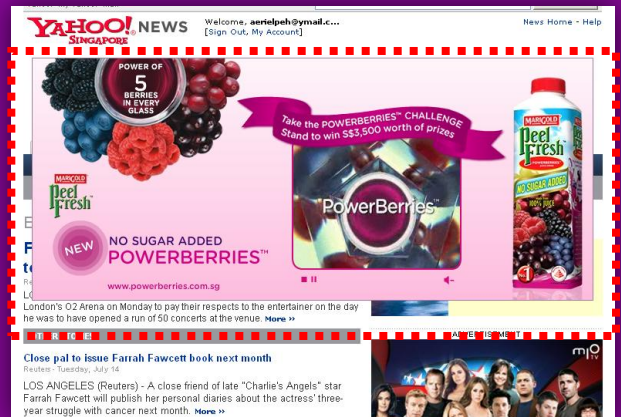
## Awareness

- Rich Media Ads** – Placed on various properties of Yahoo! Singapore such as **Homepage, News and Movies** to introduce Peel Fresh Powerberries juice to Yahoo! audiences.
- Rich Media Ads – Age-targeting** was implemented on Mail to reach the intended audiences of Yahoo!.
- Social Networks** - Implemented within the microsite to encourage users to “pull” their friends to the microsite from their social networks e.g **Facebook, Twitter** etc.
- Offline Push to Search** - Consumers were also encouraged to visit the microsite by searching for “Powerberries” in **Yahoo! Search** on offline print assets.

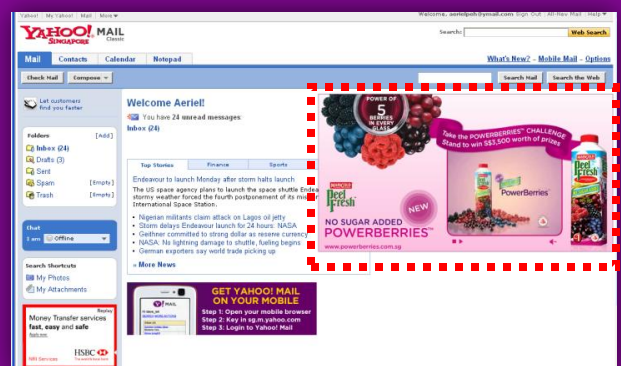
## Powerberries Floating WAM



## Powerberries Expandable Super (with TVC)



## Powerberries Expandable LREC (with TVC)





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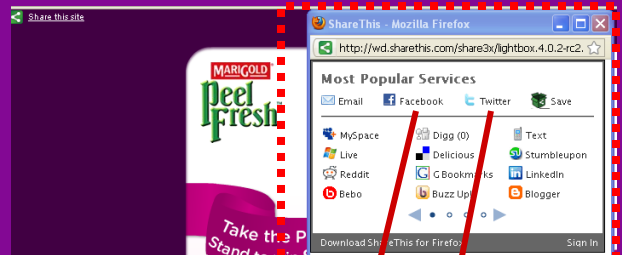
## Engagement

- A microsite was designed and developed to communicate the features and benefits of Powerberries in an interactive and engaging approach (<http://www.powerberries.com.sg>).
- **Product Education**
  - **Understanding “Powerberries”** – Mix of berries information (fact) and legends (fiction).
  - **Understanding the Power** – Health benefits and interesting nutritional snippets.
- **Downloadable Content**
  - **PowerBerries Mocktails** – 5 recipes specially created to enjoy alternate concoctions of PowerBerries!
  - **PowerBerries Video Asset** – Watch the TVC on the microsite or download it.

## Excitement

- **Interact while playing** - Game contest was developed to drive users to engage with the product and have fun at the same time.
- **Subtle messaging** - Game was developed to communicate the process of how PowerBerries juice are manufactured instead of just pure entertainment.
- **Three stages** - The ingredient freshness of Peel Fresh through Level 1, the quality processing of the berries to drinks through Level 2 and the delivery and stocking efficiency of Peel Fresh to retailers and supermarkets.

## Powerberries Social Network Sharing Widget



@w0lfskin oh and I got addicted to the powerberries game ! my scores were terrible so I made my s/s play for me..  
10:31 AM Jun 23rd from TweetDeck in reply to @w0lfskin

## :: Peel Fresh Powerberries - Power of 5 berries in every glass ::

Source: [www.powerberries.com.sg](http://www.powerberries.com.sg)  
June 22 at 2:48pm · Comment · Like · Share

**Ai Ai Chong NICE!!!**  
June 22 at 8:53pm

Write a comment...

## Powerberries Print Asset “Push-To-Search”



chance to win great prizes @ [www.powerberries.com.sg](http://www.powerberries.com.sg)



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## Results

- **Rich media placements** on Yahoo! Yielded an impressive 0.2% average click-through rate (CTR).
- Yahoo! Singapore News-Entertainment property delivered the best performance of the campaign with a 0.4% CTR.
- The **social networking sharing widget** on the microsite had a 1% CTR. It proved that users do share content they like with their friends.
- The widget created further buzz in the Internet. Powerberries site appeared not only on **Facebook, Twitter** etc but users also **blog** about the site and the contest on their blogs.
- The microsite was a resounding success. Within a short period of 2 months, almost **11,000 unique users** visited powerberries.com.sg. An **amazing 170,000 PVs** were recorded during this 2-month campaign.
- Each Powerberries microsite visitor spent an average of **9.6 minutes** on the microsite. The top 3 pages visited on the site were the **game contest, downloadable content and product knowledge pages**.
- The contest generated almost **4,200 submissions** in 2 months. It proved that the interesting and informative game coupled with attractive prizes is a winning success formula.
- Yahoo! Singapore's properties were also the **biggest traffic drivers** to the Powerberries microsite. Almost **75%** of all traffic drivers were Yahoo! Properties.

## Microsite – Downloadable Content Page

Here are some suggestions on how to add more berries to your diet:

- Berry Berry Jello
- Frothy Ice Berry Smoothie
- Berry Slings Mocktail
- Berry Mango Mocktail
- Power Fruity Salad

**Berry Berry Jello**  
SERVING PORTION: For four

**PREPARATION TIME**  
10 minutes  
Chill overnight

**INGREDIENTS**  
 + 600ml MARIGOLD PEEL FRESH PowerBerries™ Juice  
 + 2 packets of gelatin\*  
 + 200ml hot water  
 + 2 bags sugar  
 + 1 box of cranberries  
 + 1 box of blueberries  
 + 2 sprigs of mint leaves for garnishing

**METHOD**  
1. Mix the gelatin with 150 ml hot water and dilute the mixture.

## Microsite – Product Knowledge Page

**DID YOU KNOW?**

**BERRIES ARE:**

- **A GREAT SOURCE OF DIETARY FIBRE**  
An all-important nutrient for a healthy digestive system.
- **GOOD SOURCES OF VITAMIN C**  
Vitamin C helps to heal cuts, wounds, boost the immune system, and gives the skin a healthy glow.

**BERRIES CONTAIN:**

- **HIGH LEVELS OF ANTI-OXIDANTS**  
The high source of anti-oxidants found in berries help protect the ageing body from harmful substances known as "free-radicals". They are also believed to protect against cancer and signs of ageing.
- **ANTHOCYANINS**  
Berries contain anthocyanins, which give berries their blue, purple or red colours. It is an anti-oxidant known for its strong protective powers.

## Hitwise Upstream Report on the month of July 2009

Upstream Websites visited before Peel Fresh Powerberries

Websites (20 of 29)	Upstream Clicks
Yahoo! Singapore	38.83%
Yahoo! Mail Singapore	18.45%
Yahoo! Mail	4.85%
Google Singapore	3.88%
Yahoo! Singapore News	3.88%
Yahoo! Singapore Search	2.91%
Gmail	1.94%
Yahoo! Singapore Movies	1.94%
Yahoo! Video Singapore	1.94%
Yahoo! Singapore Bookmarks	1.94%
Facebook	1.94%



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## Campaign Summary

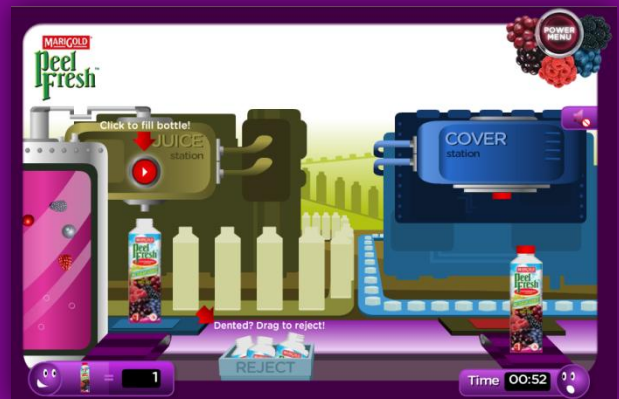
- **Yahoo! Singapore proved to be one of the most effective and choice online medium** that all businesses should partner to communicate their messages to their target markets or mass audiences.
- **Social networks/bookmarks are becoming increasingly critical** in creating buzz and excitement for marketing campaigns. If users like it, they WILL blog, twit or share it.
- **Use offline to drive online traffic**, “Search for Keywords” work best on offline ATL creative. Users never remember long URLs. Search campaign makes a difference if the Product/brand has a strong/easy to recall name.
- **Digital gives clients more value for their overall campaign.** Print ads can be used as wallpaper for download, audio/video assets can be viewed/listened anytime and even downloaded.

## Microsite – Game Contest Page

### Stage 1 – Pick The Right Berries



### Stage 2 – Fill and Cap



### Stage 3 – Stock Up the Trolley

