

# mentos<sup>®</sup>

*Break the ice with Mentos 'Say Hello'*

Campaign period: Feb'21-April'21



Creativeland<sup>®</sup>

Wavemaker<sup>®</sup>

PR PUNDIT

# AV LINK

<https://youtu.be/iuVHjrxLj6w>

# Campaign Insight

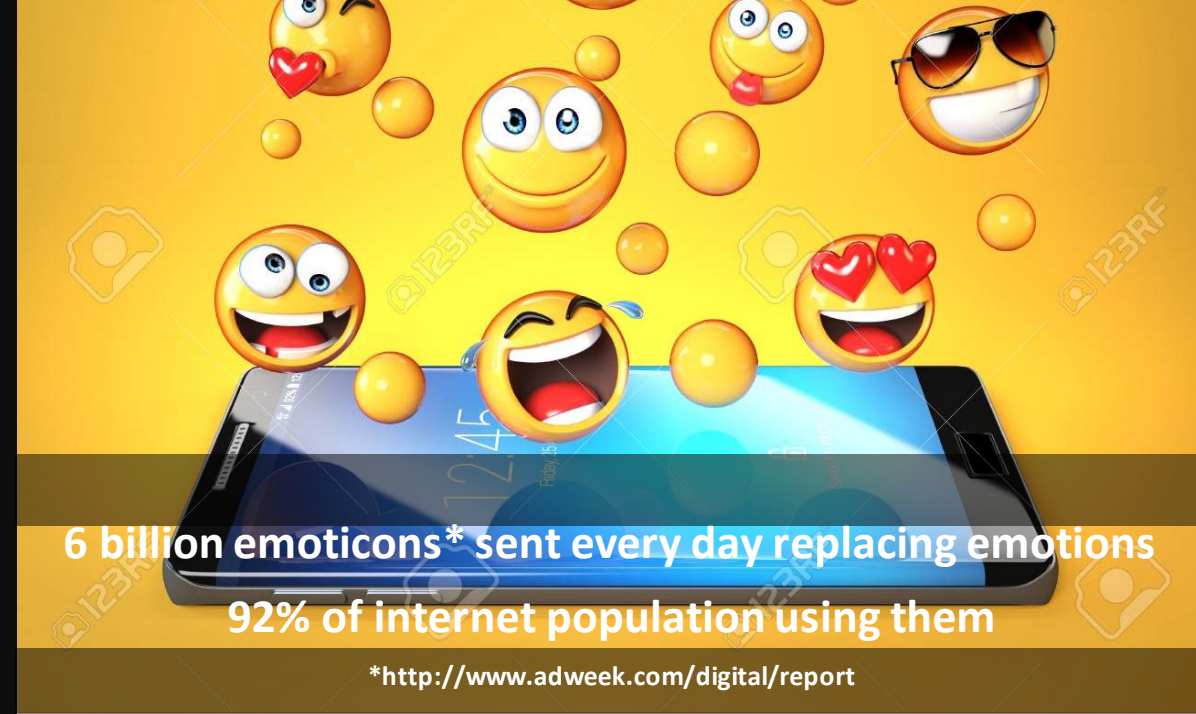
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- **Meeting new people has changed drastically in the last 10 years** as now we meet people online, more than in the real world, with Emoticons having replaced real emotions

- **Meeting new people is important for the youth** as they have a desire to fit in and find common ground. But when it comes to opening-up to strangers / breaking ice, the first step is always the hardest to take

- Hence what if Mentos could use 'Emoticons' to get people to connect for real?

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## Say Hello Candies- A Confectionery first Industry Initiative by Mentos!

- To make the first step easy for our audience, we created the *Mentos Say Hello Pack* which turned every dragee into an emoticon to break the ice when meeting someone new!
- *12 unique emoticons were produced to depict various emotions* in a unique manufacturing process – A confectionery innovation for the Indian market
- These were available in an easy to carry, shareable stick pack (also called Roll packs)
- All roll flavours of Mentos offered these emoticons with a customized packaging

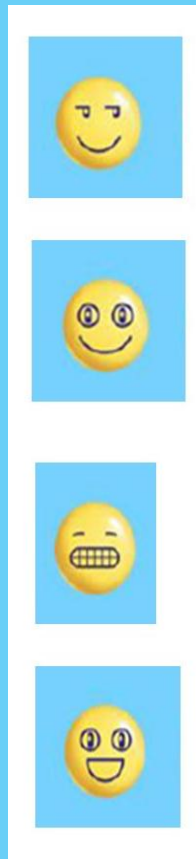


**Note:** Actual Product Visuals

# Emoticons on mentos®



# The designs/emoticons which formed part of the Campaign

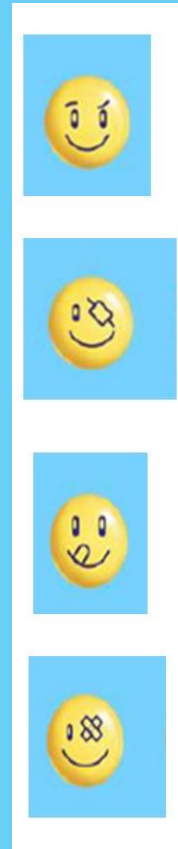


**SMILING**

**FEELING AMAZED?**

**FEELING NERVOUS?**

**ASTONISHED?**

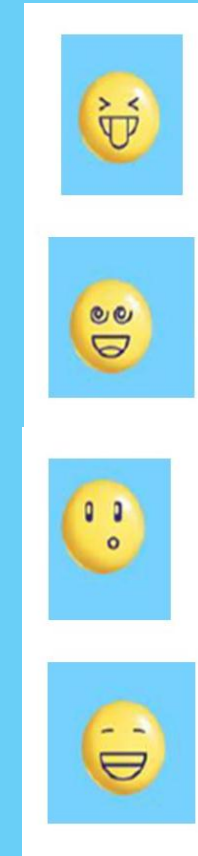


**STARE with RAISED EYEBROWS**

**FEELING NAUGHTY?**

**FEELING FUNNY?**

**FEELING CHEEKY?**



**FEELING SILLY?**

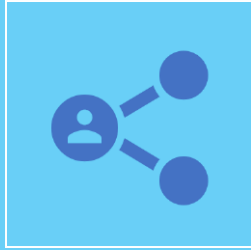
**FEELING DIZZY?**

**FEELING SPEECHLESS?**

**FEELING HAPPY?**

**Note:** Interpretations were indicative only and were made by the marketing team

## Campaign Objective & audience

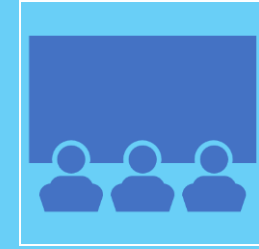


*“Say Hello” packs hence became the enabler to make fresh connections!*

**Our audience could ‘Say Hello’ to a stranger or a friend or an acquaintance in a fun and interesting way by using *Mentos Say Hello Emoticons*.**



**The primary objective of the campaign thus was to strengthen Brand Consideration for Mentos**



**Target Audience:**  
Urban youth of today  
(18-24 years old)

***Extrovert, Outgoing, Like to make new friends & someone who likes to interact with others***

# Key Campaign Pillars for Say Hello Campaign

**All Content was created as Mobile first with appropriate view ratios, duration & content!**

Create Launch buzz through Online 'Say Hello' Banter

- ***Organic conversations around 'Say Hello' with different brands on Twitter***

Hero Content to create awareness around Concept (Digital Film)

- ***Video Content for popularising the concept of Emoticon Candies and 'Say Hello' through Youtube & Instagram***

Decoding Emoticons using Stand-up Comics (Influencer Content)

- ***4 popular stand-up comics bring the Emoticons and 'Say Hello' Concept alive through their acts***

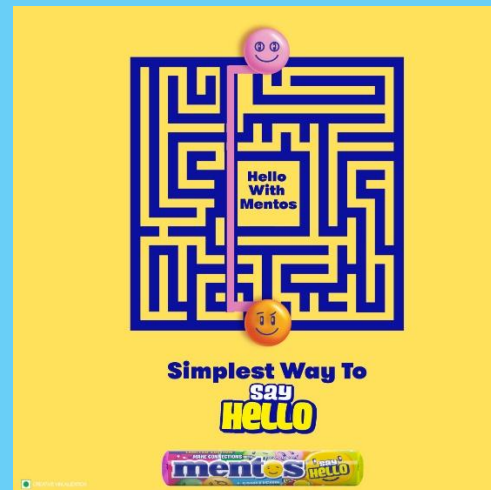
Build Consumer engagement through Filter on Instagram

- ***Emoticon filter on Instagram to build engagement for audience!***



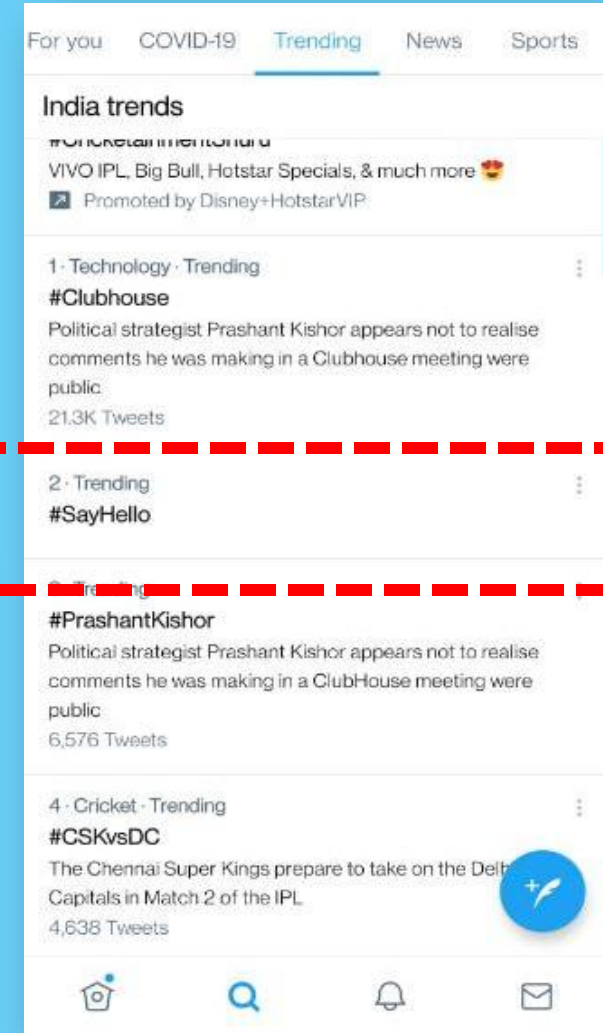
# Campaign Execution – Introduction to the Say Hello Limited Edition Pack

To create a buzz around the new limited –edition packs, we launched the campaign with promotion of a series of Digital static/GIF posts which featured the new Say Hello emoticons providing consumers a glimpse of the limited-edition pack and the dragees.



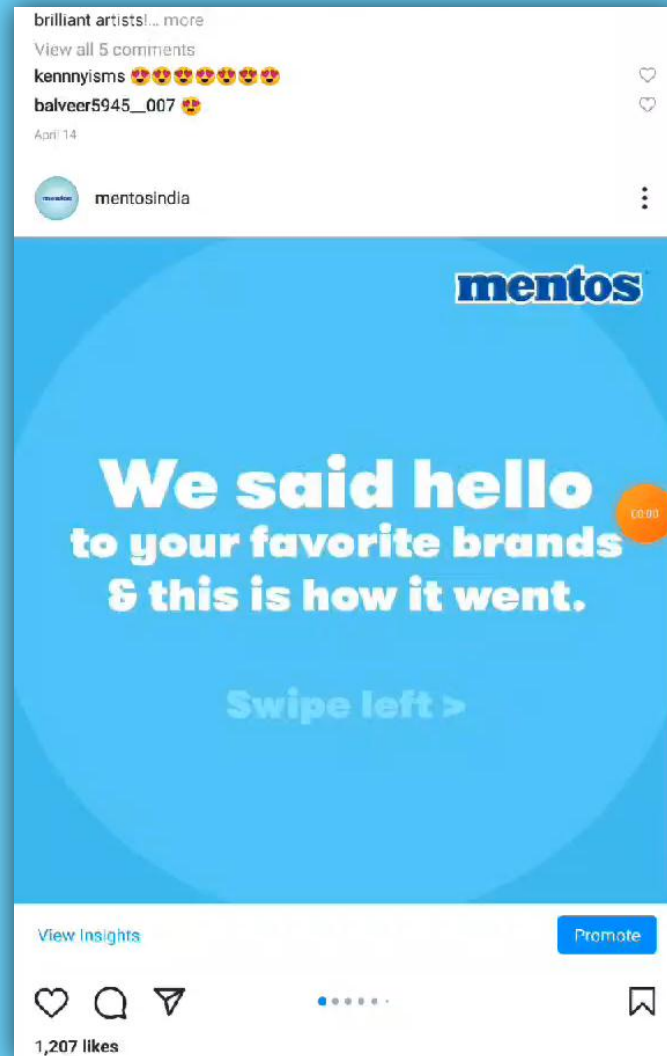
# When brands Says #Hello in Mentos Style

We collaborated with over 21 top brands and engaged in fun online conversations in true Mentos 'Say Hello' style which led #SayHello to trend organically at **No-2 position!**



# Campaign Execution –Twitter Activity

The conversations were captured and showcased on Instagram and Facebook engaging our audience as well as the audience of other brands we reached out to!



**Note:** Click to Play

## Launch of Hero Content introducing Say Hello

**Youtube** – 30 sec

30 second main digital film in-line with Online consumption of content

**Insta/FB** – 10 Sec

For Instagram and Facebook, a 10 sec edit was created to be leveraged for quick consumption on newsfeed ads.

All edits  
were mobile  
friendly!

# Emoticons on mentos



 Creative Visualisation

**Note:** Click to Play

# Campaign Execution – Sustenance via Engagement Posts

After generating significant awareness around the limited-edition pack through the Say Hello film, we reached out to our audiences with relatable, yet simple engagement posts to sustain the conversations



## Campaign Execution – Sustenance via Comedy Influencers

We conducted a short activity with **4 top comedians** wherein they leveraged the power of **Say Hello Emoticons** to express their feelings in a humorous way & challenged each other in **59 second Instagram friendly videos**



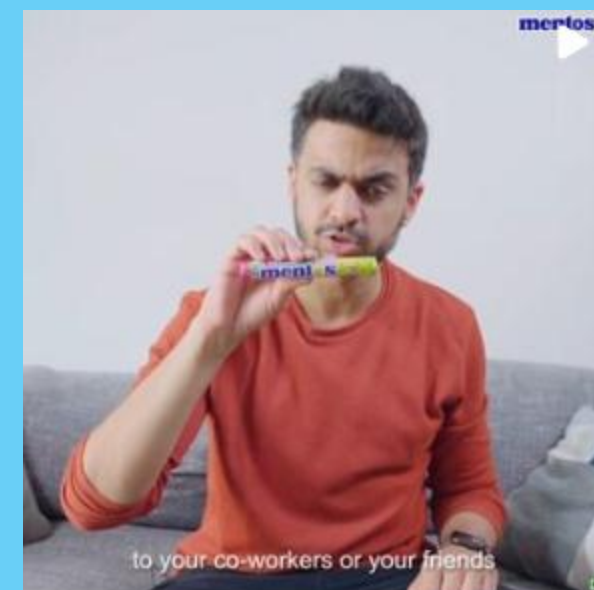
Naveen Andrews



Azeem Banatwalla



Kenny Sebastian



Rohan Joshi

All videos were shot with Mobile viewing first approach & in-home!

## Campaign Execution – Sustenance via Say Hello Instagram Filters

We created Instagram filters using Say Hello Emoticons and roped in Cat- B influencers to feature the Emoticon filters in the Reels they posted on Instagram.



R J Sukriti



Apoorva



Miesha Iyer



Gagan Arora



Ashish Bhatia

Mobile Specific & friendly UGC leg!

# Campaign Execution – Engagement via Say Hello Instagram Filters

## Snapshot of User generated Content on Instagram using #SayHello filter!





## Campaign Execution – On-ground in Modern Trade Stores!

We also announced the campaign in-stores (over 1500+ stores) through innovative point of sales units about this first of its kind initiative during Feb-April'21

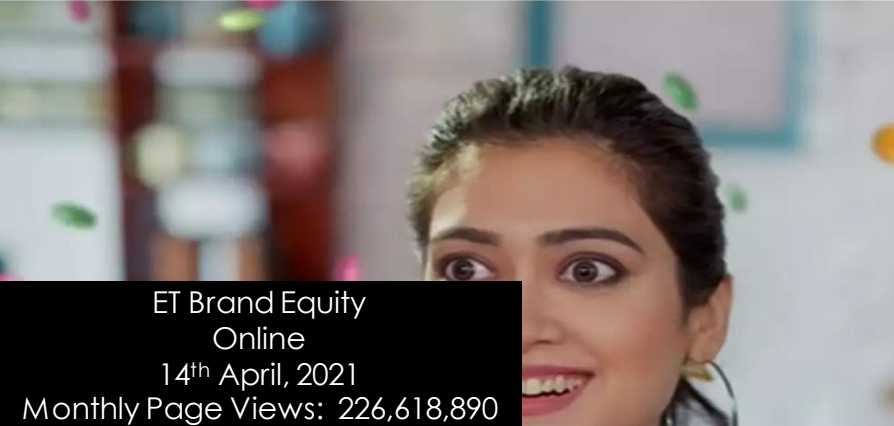


# Extensive PR coverage within industry & marketing fraternity

Mentos encourages fresh conversations with 'Say Hello'

The campaign launch was supported by a Twitter banner...

ETBrandEquity April 14, 2021, 16:10 IST



ET Brand Equity  
Online  
14th April, 2021  
Monthly Page Views: 226,618,890

## Emoticons on mentos



Business  
Apr 16, 2021, 05:10 AM

Afaqs  
Online  
11th April 2021  
Monthly Page Views: 1,044,120

Mentos rolls out

Home / Internet Advertising News / Latest Internet Advertising News / Advertising SPONSORED BY - CRIC

## Mentos launches campaign for its limited edition 'Say Hello' packs

The digital campaign has been conceptualized by Creativeland Asia, Wavemaker India and PR Pundit

by exchange4media Staff  
Updated: Apr 17, 2021 4:00 PM



Mentos Digital Campaign

Exchange4 Media  
Online  
17th April, 2021  
Monthly Page Views: 1,328,820

Mentos – the mint and fruit chewy candy – has rolled out its limited edition pack “turns each candy into an emoticon”

## Mentos introduces limited-edition 'Say Hello' packs with new campaign to make fresh connections

Campaign Spot Indian Social Media Apr 16, 2021



Social Samosa  
Online  
11th April, 2021  
Monthly Page Views: 1,396,350

## Mentos' 'Product' Innovation With #SayHello

The limited-edition pack “turns each candy into an emoticon.”



LIMITED EDITION PACK

A fresh way to say hello

BW Marketing  
Online  
11th April, 2021  
Monthly Page Views: 2,489,910

## Emoticons on mentos



By afaqs! news bureau | Published: 16 Apr 2021, 5:10 AM IST

MARKETING

## Mentos rolls out limited edition 'Say Hello' packs

Share Via: WhatsApp Facebook Twitter Email

Just Dial  
Online  
16th April, 2021  
Monthly Page Views: 60,810,990

# Impactful Final Campaign Results

- ***Impact of Campaign key assets:***
  - **Hero Content (Digital film):**
    - **Over 20 Mio\*** views across platforms like YT and Instagram (view at 30s harmonized across platforms)
    - **High View Through Rate of 22%** (higher than industry benchmark of 20% for video of similar duration)
    - **Engagement rate of 30%** across video & static creatives used on the campaign!
  - **Say Hello Twitter Trend:**
    - **#SayHello trended organically at No-2** on twitter with conversations with over 21 brands
    - **Engagement rate of 10% on platform** (vs. industry benchmark of 5%)
  - **Instagram filter**
    - **Over 1.3 Mio organic views** and high UGC with filters
  - **Instagram Influencer Content:**
    - **Over 1.6 Mio organic views** and high organic engagement

# Impactful Final Campaign Results

## Key Brand KPIs:

- **Sales Uplift:**

- **Over 59% sales uplift** on the packs vs. LY same period (**pre-pandemic sales base**)
- **Uplift of 29% on rolling-rate** during campaign period (**vs Q4'20**)
- These are significant uplifts considering the size of Mentos brand (\*Rs.100 Cr/per annum as per AC Nielsen MAT' May 21)

- **Impact on mind measures, consumption & Ad-recall**

- **3% increase in consideration within a competitive mints category** (\*May'21 Kantar Online track vs May'20 LY)
- **6% increase in P1W\*** (\*weekly consumption, May'21 vs May'20 LY- Kantar Online track)
- **Ad re-call as per Youtube Brand Lift Study**
  - 2% absolute lift and 7% relative lift

# Impactful Final Campaign Results

## Results from independent NFX Digital Study\* on Digital Content

*Clear uplift seen across statements for the Brand*

<b>Key statements</b>		<b>Overall (*Sample size)</b>		
		<b>Overall (*400)</b>	<b>Seen (*165)</b>	<b>Not Seen (*235)</b>
<b>These Mentos candies had emoticons on them</b>	Mean	<b>3.73</b>	<b>4.23</b>	<b>3.42</b>
<b>Is stylish and cool</b>	Mean	<b>4.03</b>	<b>4.23</b>	<b>3.89</b>
<b>Is a brand I love</b>	Mean	<b>3.82</b>	<b>4.12</b>	<b>3.63</b>
<b>Helps me make fresh connections/ Helps me with fresh ways to connect</b>	Mean	<b>3.78</b>	<b>4.28</b>	<b>3.47</b>

\*Centres of Delhi & Mumbai (June'21)



\*Seen scores significantly higher at 95% against not seen

Basis investments made in product & technology development (printed emoticon candies), digital campaign, media planning and on-ground activation in MT stores, (& considering sales-uplift results)

**The campaign had a ROI of 2:1 (\*profit earned/total investment)**



**Thank You**