



Exclusive Google+ campaign sees Cadbury Creme Egg content hit 7.9 million views on social platforms in a six-week period

About Cadbury

- Founded in 1824
- Owned by Mondelez International
- One of the world's leading names in chocolate
- Headquartered in Bournville, Birmingham UK

Google+ Communities aim to make it easier to exchange information on social media in the same way people do in real life, allowing people with common interests to talk to each other by starting new conversations around shared passions. With over 100,000 members, the Cadbury Kitchen Community is globally the largest brand community on the platform.

A sweet Easter opportunity through Google+

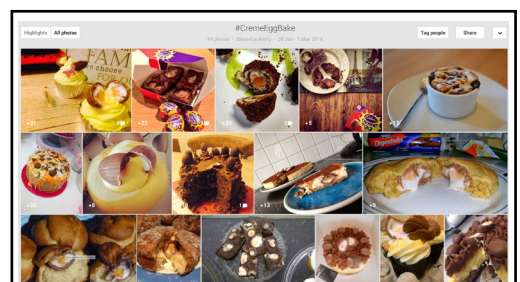
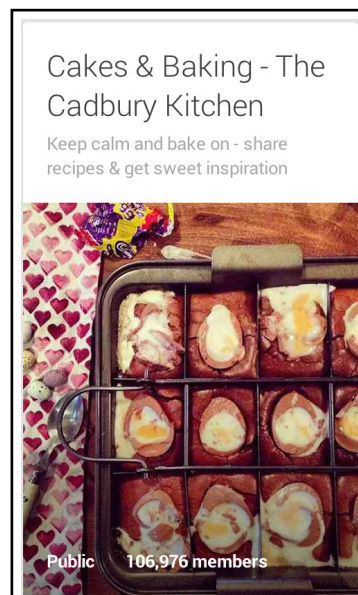
With Easter a critical period in the confectionary category, Cadbury opted to launch an exclusive Easter campaign on Google+. First, members of the **Cadbury Kitchen Community** were asked to create recipes containing Cadbury Creme Eggs as an ingredient. Recipes could be submitted to the community using the hashtag **#CremeEggBake**. The campaign was set to finish with a Hangout on Air where celebrity chef and YouTube content creator Eric Lanlard would prepare the best recipes live.

To encourage interaction, Cadbury harnessed the power of **+Post ads**. This new ad format makes it simple for brands to transform any piece of Google+ content into a display ad to run across more than 2 million sites in the Google Display Network. In this way, Cadbury was able to amplify social content that resonated with people across the web to reach the right consumers at the right time and place.

Photo and video quality on Google+ is exceptional high, and the functionality is designed to make imagery look as good as it possibly can. Within the Cadbury Kitchen Community's Google+ feed, teaser videos prompted participation and provided compelling reminders of the upcoming Hangout on Air. Meanwhile, a beautiful curated album presented eye-popping pictures of all the tasty submissions.

"Google+ activity has always reached outside of the platform through search results, but the new +Posts format lets us quickly take any content we've posted and get it in front of an even larger audience right across the web. It's an opportunity to get real-time content in front of people where they don't yet expect it, or just to make social media work at an impactful scale for large businesses like our own."

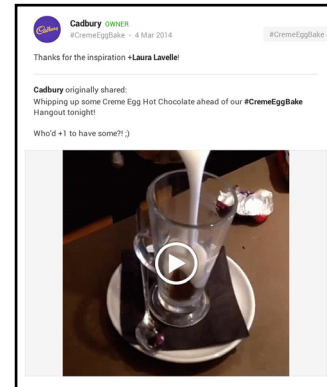
— **Jerry Daykin, Social Media Manager, Mondelez International**



Success metrics from the #CremeEggBake campaign

- Content garnered 7.9 million views on social platforms in a six-week period
 - Google+ activity achieved 3 million organic views and 36,000 engagements, including 3,000 comments, 5,000 shares and 28,000 +1s
 - Fivefold increase in organic reach
 - Social actions on G+ increased to six times the pre-campaign level
 - Auto Awesome videos recorded over 25,000 views in three weeks
 - +Posts delivered 2.5% engagement rate
-

Cadbury and the members of the baking community also made use of **Auto Awesomes** – a unique Google+ feature that generates new versions of uploaded imagery – to create fun animated videos of their recipes. The Cadbury team simply chose the photos from the #CremeEggBake campaign to include in the videos, and Auto Awesome did the rest.



The irresistible campaign stirs up incredible success

The tagline for the Cadbury Kitchen Community is “Keep calm and bake on: share recipes and get sweet inspiration” – and members did exactly that in response to the campaign. In fact, engagement skyrocketed. The Auto Awesome call-out videos achieved **over 25,000 views** in three weeks, while the #CremeEggBake content garnered **7.9 million views** on social platforms in a six-week period. The +Posts campaign delivered a **2.5% engagement rate**, the highest of all Cadbury +Posts campaigns to date.

Cadbury's interactions on Twitter were three times the normal level; the hashtag was tweeted over 3,000 times on the platform, creating 58 million exposures. On Facebook, the campaign recorded 38,000 interactions and 4.9 million people viewed the content. And on Google+, the activity added up to **36,000 engagements (3,000 comments, 5,000 shares and 28,000 +1s)**, with **3 million organic views**. The #CremeEggBake activity saw the Cadbury page achieve a **fivefold increase in organic reach** and a **six times increase in the number of social actions** compared with pre-campaign levels.

The #CremeEggBake campaign made it onto “What’s Hot and Recommended on Google+” several times. Meanwhile, the content was picked up and promoted by both Great British Chefs and the Good Food Channel, and the success of the campaign was covered in Marketing Week.

Stimulate excitement, then keep an eye on sales

Jerry Daykin, Social Media Manager for Mondelez International, reveals that the activity and its unprecedented successes are helping to shape Cadbury's social media plans going forward. “We have a new approach to digital and social media marketing called ‘Storytelling at Scale’, which is about telling rich and engaging stories to meaningfully large numbers of people that can actually drive business results,” he says.

“The #CremeEggBake gave us an incredibly rich story to tell, some **deep engagement** with a core audience and a huge amount of content to share to millions of our followers. The new +Posts then allowed us to tell that story on an even wider stage, using highly targeted ad placements to get our creative in front of our key audience almost in real time. Once again we’ve seen huge engagement with the idea of a hangout and the authentic content created from it, which is hard to replicate even with far greater budgets. We know that millions of people have now seen the activity and our own internal data modelling can show us how that will turn into real world sales.”

© 2014 Google Inc. All rights reserved. YouTube and the YouTube logo are trademarks of Google Inc. All other company and product names may be trademarks of the respective companies with which they are associated.