



The Marketing Campaign Heard ‘Round the World

Company Profile

Client: Fortune 50 Consumer Packaged Goods Company

The client is a Fortune 50 Consumer Packaged Goods (CPG) global leader and covers a wide range of consumer packaged goods production in the beauty and grooming and household care units. The client's hundreds of brands are available in more than 180 countries.

Business Challenge

The client embarked on the largest ever global marketing campaign focused around the 2012 Summer Olympics. The goal of the campaign was to increase cross brand trial and loyalty, build widespread awareness that the client makes hundreds of brands and that the client truly understands its target market. The campaign, both traditional and digital in nature, was to be launched in 39 markets globally simultaneously with an international news broadcast. Within each global region, the client was utilizing individual agencies for design and deployment; however, the client needed to ensure consistency and customizability by region.

How Corbus Helped

- Developed and launched 32 websites, 9 apps, and 18 corporate homepage features
- Rollout for 39 locales, Team Size: 20+
- Time to Market: 4 months
- Provided end-to-end Project Management Services ensuring all parties involved in the campaign delivered their respective assets
- Developed and implemented digital content for large Olympics-related campaign
- Ensured reusability of templates through repository creation
- Empowered the client to choose template of their choice with minimum customization
- Maintained the agility and speed to upload content as and when received
- Assisted language translation to bridge language barriers

- Updated content and implemented a Missing Content Validation System
- Launched the campaign's media within an eight hour timeframe to coincide with a global launch of a related television, radio and print advertising campaigns
- Provide 24/7 support throughout the Olympics to ensure real-time content updates

Results

- ✓ The campaign directly lead to \$500M in additional sales
- ✓ Research in Brazil, China, France and the United States found that the target market that had seen the campaign during the Olympics believed that the company “understands me and cares about me,” and purchase intent for the client's brands increased 22%
- ✓ Favorability ratings for the client and the participating brands increased
- ✓ Sales of the participating client brands increased 5-10%, as did market share
- ✓ The client had 370 million total interactions on Twitter during the Olympics, and the number of people talking about the client on YouTube during the campaign increased 89%

Testimonial

“Our largest campaign in the company's history would not have seen the successful digital launch without the hard work and dedication of each of you. Many of you have pulled ‘all-nighters’ and sacrificed weekends and time with family. It has not gone unnoticed. And it is appreciated. Please take a moment to soak in what you've accomplished. You deserve it.” - **Global Olympics Digital Marketing Manager**