



The Marketing Campaign Heard Around the World

THE CLIENT

As a Fortune 50 Company, the client is a global leader in the Consumer Packaged Goods (CPG) industry and produces a wide range of consumer packaged goods in beauty, grooming, and household care units. The client's 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 by building widespread awareness of the client's numerous brands. The campaign, both traditional and digital in nature, was to be simultaneously released in 39 global markets with an international news broadcast. Within each global region, the client was utilizing individual agencies for design and deployment. By deploying region-based agencies, the client was able to maintain brand consistency while ensuring cultural relevance.

THE RESULTS



\$500M in additional sales



Sales and market share increased from 5% to 10%



Client and brand favorability ratings increased



370M total interactions on Twitter. YouTube comments increased by 89%



Purchase intent for the client's brands increased 22%

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HOW CORBUS HELPED

- » **Developed** and launched 32 websites, 18 corporate webpages, and 9 apps
- » **Introduced** the client's brands throughout 39 different locations
- » **Delivered** results to the market within 4 months
- » **Provided** end-to-end Project Management Services, ensuring that all parties involved in the campaign delivered their respective assets on-time
- » **Developed** and implemented digital content for the Olympic marketing campaign
- » **Ensured** reusability of campaign templates through repository creation
- » **Worked** with the client to develop a lasting template with customization capabilities
- » **Assisted** in language translation to increase ease in communication
- » **Updated** content and implemented a missing content validation system
- » **Launched** the marketing campaign's media within an eight hour timeframe to coincide with a global launch of a related television, radio, and print advertising initiative



“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