

The background of the entire page is a complex, abstract geometric composition. It features overlapping translucent shapes in various shades of blue, yellow, and white. Some shapes are solid, while others have patterns like polka dots or are semi-transparent. The overall effect is a dynamic, layered, and textured visual field.

AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2019**

Best Consumer Public Relations Campaign

€20K and €50K



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Campaign

HB Dayting – The Iceberger Bar – a unique daytime dating experience

Description of Campaign

Unilever wanted a fresh approach to 2018's HB PR with messaging that didn't rely on linking product to good weather (due to unreliable Irish summers). We created a campaign that resonated with the target audience and drove salience around a new consumption occasion culminating in the HB Iceberger Bar.



Public Relations Consultant

Teneo



Client

Unilever Ireland

Background to the Campaign

We were tasked with reinventing Unilever's approach to activating around the HB ice-cream portfolio, driving top of mind awareness and creating new consumption behaviours outside of moments of good weather. Unilever wanted something ownable, unique and ultimately something that would resonate with 18-24 years olds. To build a campaign of this manner it was important to identify cultural truths amongst this target audience. Did you know that one of the key times of year for this age group to go through a break-up is just before the summer months? Is it not also fair then to assume that these same people are out there looking for love and embarking on more dates?

To uncover the secrets of summer dating, Teneo undertook research to report the dating rituals and mishaps of Ireland. The insight that this research revealed was that it's not the first date that makes people most nervous, it is the "first daytime" date. It's when everything is stripped away, and they need to rely more heavily on their personality.

Using this clear insight, Teneo was able to create a campaign which used Ireland's best loved ice-cream, the Iceberger, to create a unique day time dating experience for this audience. The Iceberger bar popped up around the

country and was supported by a social content campaign. By utilising credible and interesting ambassadors, such as comedian Enya Martin & 'First Dates' barman Ethan Myles, humour and excitement drove interest of key media and online.

This campaign drove results far beyond expectation, with sales of ice-creams hitting new heights.

Statement of Objectives

There were 3 objectives for this campaign:

1. Drive 'Top of Mind' awareness of HB during the summer months:
 - a. With a target of over 2 million opportunities to see.
 - b. 120 pieces of online, broadcast, or print media coverage.
2. Drive ice-cream sales during the summer months.
3. Create a campaign which resonates with the key target audience:
 - a. Engagement rates exceeding the global Unilever bench mark of 0.27%.
 - b. Story views of over 1,000.

Programme Planning and Strategy

The Brief

In previous years HB had connected with audiences using moments in time and individual pieces of communication. In 2018, a new approach was required to keep the brand exciting, modern and not solely linked to hot temperatures. An overarching idea or thread that could pull together all pieces of communication across the summer period was devised.

Planning and Research

Rather than focusing on what was happening from an events point of view, Teneo looked at cultural moments and insights specific to our target audience. It was discovered that this age group were prone to breaking-up out of relationships in advance of the summer period. And whilst as a brand it is important to not focus on anything negative, the global brand positioning is "Goodbye Serious" meaning they inject fun into the mundane day-to-day activities with HB ice-cream being the facilitator. It was thought that if a large proportion of people in our target audience are potentially now 'single' they could be more active in terms of dating in our campaign period, and this was an interesting angle for investigation.

Through primary and secondary research we set about finding out more about our target audience's dating habits. This was important because although this insight is interesting, there was a concern over how this thought was linked to ice-cream. The research uncovered an interesting **INSIGHT**: The first date is not necessarily the hardest part of dating. Although first dates were of course important, it was the second date which caused most concern.

The stressfulness for our 18-24 years olds around dating comes on the second or third date when they embark on their first... '**DAY DATE**'. On a '**DAY DATE**' they need to rely more on their conversation skills and charm, throwing a spotlight on their compatibility. There is also added pressure around the choice of date, as it is an expression of them and what they like to do. Given this audience are all about experiences, they are seeking fun ideas, unique experiences, or even ways to make a relatively normal '**DAY DATE**' that little bit more interesting. Most actually really enjoy day time dates, and find they are often stuck doing the same kinds of things... going to the cinema, going for a walk, grabbing some lunch in a burger place etc.

The Challenge

Teneo was challenged to build on this insight and come up with a daytime dating experience using an intrinsically linked product, but that was different & unique. The role of the brand needed to be clearly defined and fitting for the global positioning of #goodbyeserious.

The Idea and Creative Look

Teneo developed a campaign which provided a unique day date for our 18-24 year olds, one which super-charges an existing day date behaviour through an exciting, never before seen, usage of a HB classic. 2018 was also the 50th

anniversary of Ireland's most loved ice-cream; the Iceberger. In homage to this great classic, it was placed front and centre in the creation of the... Iceberger Bar.

Teneo created a retro branded late 60's inspired look and a bespoke Iceberger menu that celebrated the nations' favourite ice-cream in new and 'insta-worthy' ways.

Bespoke menu options included:

1. Do'Berger71

A diced-up donut with an Iceberger centre. Add your own 'condiments' – ketchup (strawberry sauce or BBQ (chocolate sauce)

2. Build Yo Berger

Build your own Iceberger Bonanza with a choice of melted chocolate sauces and toppings

3. Iceberger Shake

Blended Iceberger, Vanilla Ice-Cream, milk and ice, topped with whipped cream and Iceberger crumble

4. The Classic

A classic Iceberger – the coolest of them all

The Iceberger Bar activity provided consumers with a location for their daytime dating. It was something different and cool, and the ultimate icebreaker in terms of conversation. The role for the brand was easily identified. It was HB's role to help take the awkwardness out of dating. So additional content was created to provide help in this area too.

The Ambassadors

To drive PR coverage for the activity we partnered with two celebrity ambassadors. Teneo enlisted comedian Enya Martin & 'First Dates' barman Ethan Myles. Enya injected humour, while Ethan provided relatability and 'dating expertise', giving us an opportunity to secure a winning mix of PR coverage as both ambassadors could discuss the day-ting from their own perspectives, and help the target consumer feel less awkward about dating in general.

Campaign Activation

The campaign was launched in the run up to International Ice-cream Day.

From 12.30pm on launch day, selected print, online and broadcast media were invited to Herbert Park. Over the course of a two-hour period they had the opportunity to indulge in the bespoke menu and see the Iceberger Bar up close. Both ambassadors, Enya and Ethan, were also in attendance for the media event.

Following launch, the Iceberger Bar went on a tour with an activation in Barnardo's Square, Dublin 2, with the third sampling session taking place in Spanish Arch, Galway. The activation was run by Verve marketing.

All items were free of charge at all 3 sampling locations, with consumers on the day invited to share their experience using #HBGoodbyeSerious on social media.

Social Media & Content Support

To bring relevancy and longevity to the campaign, content of the Iceberger Bar itself, creations and our brand ambassadors were captured. We showed people at home how to make the creation for themselves, as well as have our ambassadors talk knowledgeably about day time dates, providing tips and thoughts on how to make them less awkward. This content was seeded out through the HB Facebook page with paid media support provided by Mindshare.

Measurement and Evaluation

1. Drive 'Top of Mind' awareness of HB during the summer months

a. With a target of over 2 million opportunities to see

The campaign generated a **combined opportunity to see of 3.9million.**

b. 120 pieces of online, broadcast, or print media coverage

Overall the campaign generated a strong reception from both the media and public. Across print, broadcast and online media, **69 pieces of PR coverage** were secured with a further **51 social posts**, using the #HBGoodbyeSerious, generated.

2. Drive ice-cream sales during the summer months:

- a. Figures from July 2018 show that following the launch of the HB Iceberger Bar sales increased by 71%.

3. Create a campaign which resonates with the key target audience:

- a. Engagements rates exceeding the global Unilever bench mark of 0.27%.
All pieces of content massively exceeding the bench. The average engagement rate of all content was 0.71% which is 90% higher!
- b. Story views of over 1000.
One story even had 3,567 views organically, but the overall average was 2,341. No story was under 1,000.



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RUEPOINT MEDIA

