

Cornetto For(e)Play - Regional SEAA

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WARC

Source: WARC Prize for Asian Strategy, Entrant, 2012

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Cornetto was positioned as a brand through which young consumers could express their love for each other. The repositioning campaign was rolled out in Thailand, India and Malaysia. The creative was based on the cultural insight that Asian teens do not frequently partake in grandiose declarations of love. They are more likely to tone down their expressions of love, despite what they might feel or think. So the product ritual of unwrapping a Cornetto was used as a trigger to reveal a playful - unspoken - expression of love. The campaign employed TV, print and digital ads, as well as social media and brand activation elements. The campaign period sales saw double-digit percentage growth compared to the same period in the previous year.

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Campaign details

Brand owner: Unilever

Agency: Lowe and Partners, Thailand

Brand: Wall's Cornetto

Country: Thailand

Channels used: Events and experiential, Print - general, unspecified, Social media, Television

Media budget: 5 - 10 million

Executive summary

Cornetto for(e)play

Cornetto is an ice-cream brand about expressing love. We wanted to launch new flavours across three different markets and make it popular with teens.

Challenge

Expressing love is getting increasingly awkward. Teens today are more of a 'like' generation and less of a 'love' generation. Love can be a big word for them. So how does an ice-cream brand be the expression of love without actually saying it?

Strategy

Take the tension out of the expressing of love by making it flirtatious. Teens are in play mode with everything; words, music, games, but not expressing love.

We wanted to diffuse the expression and make it about play.

Cornetto for(e)play

We took Cornetto centre stage – unwrapping a Cornetto triggers fun and playful expressions. Music was a key driver and local pop songs were used to reveal playful expressions of love. This gave each market's communications its own local flavour. Teens may not express love, but their music was certainly all about it.

Teens unwrapped more real ice creams

In Thailand, India and Malaysia, campaign period sales saw double-digit percentage growth compared to the same period in the previous year

Cornetto became part of pop culture

- In Thailand Cornetto released a music album which was pirated on teen music forums within 24 hours of release
- In India the campaign helped the Cornetto India Facebook community post over 500,000 likes
- In Malaysia the campaign theme song got over 400,000 views on YouTube

Marketing background and business objectives

Asia regional campaign (SA/SEA)

Cornetto wanted to launch new flavours in Asia. Despite steady sales growth, Cornetto wanted to create still more excitement with teens and the new flavours.

Cornetto is an ice-cream brand about expressing love. Yet teens are not always openly expressive about love. It can be an awkward subject for them.

Key challenge

To be the expression of love without actually saying it

Key objective

- Increase sales by getting teens to try new Cornetto flavours
- Establish the brand image as the expression of love for teens
- Drive the brand relevance in Asian teens' lives across the region

Insight and strategic thinking

Cornetto wanted to become the expression of love for teens. It wanted teens to have an affinity with Cornetto so that they would be excited about the new flavours' launch.

We were talking to Asian teens aged 18-24 years, urban skewed (Thailand, India, Malaysia).

In the impulse ice-cream category, teenagers are high-frequency consumers. They are more likely to purchase products and brands they have an affinity towards. For brand-conscious teens, products can hold significant image symbols amongst teenagers.

Teens in Asia do not frequently partake in grandiose declarations of love. They are more likely to tone down their expressions of love, despite what they might feel or think. And what they think isn't always as innocent as it may appear. It is all about the subtext and, in a teen's world, their music is filled with suggestive subtext. The majority of their songs are highly expressive of love and flirtation, which can be especially revealing with regard to what they think about it all.

So how does an ice-cream brand become the expression of love translated across multiple Asian languages and cultures, without actually saying it?

Cornetto aimed to win teens' hearts by creating an expression that is playful, light-hearted and cheekily flirtatious, which could cross different cultures and languages, and still be something that would engage all Asian teens.

The idea: Cornetto for(e)play

The product ritual of unwrapping a Cornetto was used as a trigger to reveal a playful expression of love. As you unwrap it and reveal more of a Cornetto, you are also revealing more of your thoughts. Pop music songs were used to reveal these cheeky expressions, and every market had their own signature pop track in each 'Say It With Cornetto' local campaign adaptation.

Why?

- By creating play around the unwrapping of a Cornetto, we create excitement and intrigue with the product
- We wanted to create play amongst teens by giving them a lighter sense of love
- Asian teens may not express love but their music certainly focused on it
- Music can express love playfully without openly saying it
- Finally, pop music was the universal language of teens across Asia; it crossed cultures and overcame any 'lost in translation' issues – the perfect medium for a regional teen campaign.

Implementation



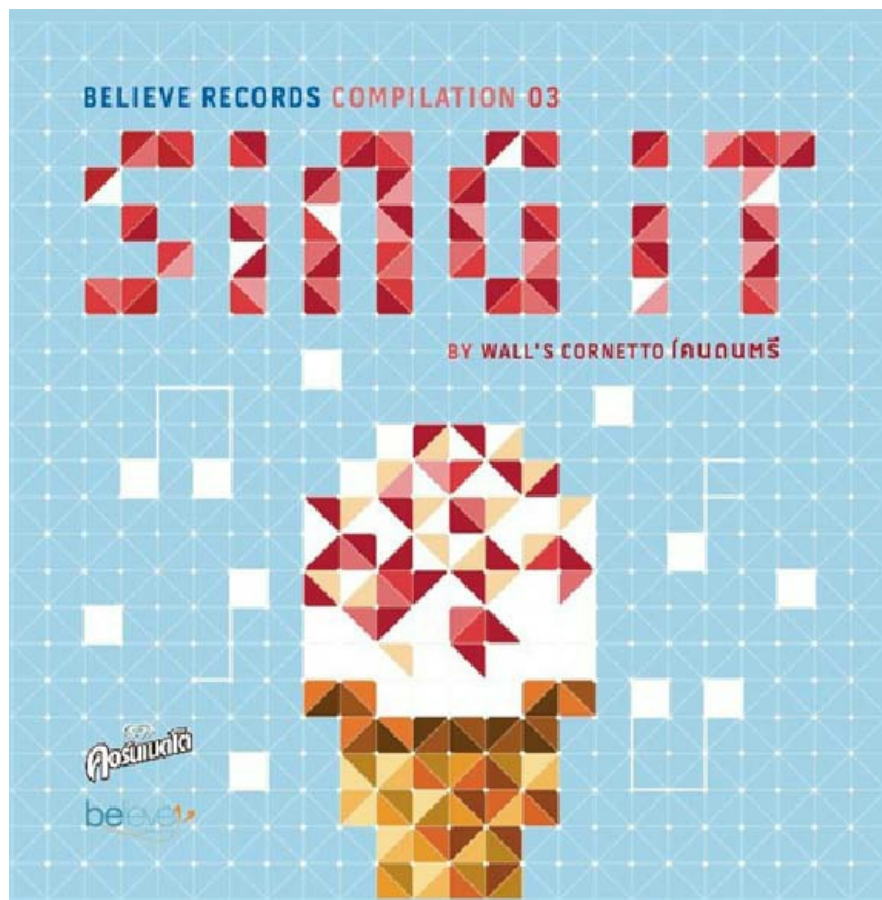
Communications strategy: Getting Cornetto into the local music scene!

TV: Television was employed to launch the campaign and establish the premise of the campaign idea.

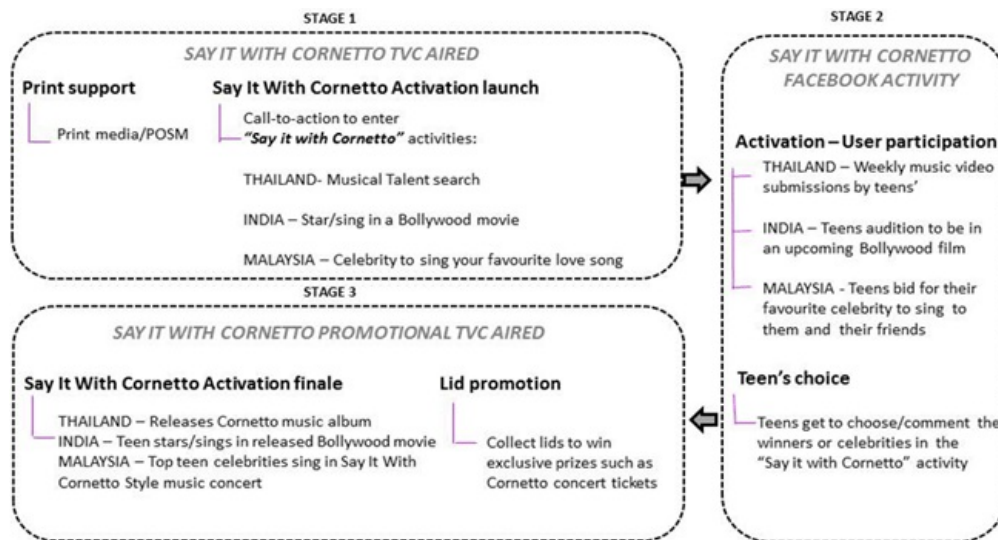
Print: Print was used to aid mass awareness and be the 'calling card' of the Cornetto campaign.

Activation: Cornetto created specific events and promotions to drive cultural relevance in each market. Thailand had the Cornetto musical talent search, India invited teens to audition for a singing role in a Bollywood movie, and Malaysia held the 'Say It with Cornetto' music concert featuring popular celebs.

Digital and social media: Each market launched their respective 'Say It With Cornetto' Facebook community, to create conversations with teens and seed communication activities.



Communications structure:



Performance against objectives

1. Post-campaign Cornetto had the strongest ice-cream brand scores across key perceptions.
2. Campaign tracking with teens showed dramatic success.
3. In each market, Cornetto sales increased significantly during the campaign period and the sales levels were sustained post-campaign

Across the region, Cornetto exceeded its sales target and outperformed the category.

And below are some of the posts by Asian teens about the Cornetto campaign:

Phattarapada Kitkat ถ้ามีคนมาทำให้อร่อยเลย
 9 February 2011 at 10:13 · Like

If a guy unwrap the cone like this to me, I would love it!

Mano Limvoraphun เท็ดดี้รับ
 1 February 2011 at 22:23 · Like · ๑ 1

Cool!

LadyPink Sweet อยากเป็นคนถือไอศกรีมให้คนอื่นได้มั่งจัง อ้อ
 15 June 2011 at 23:04 · Like

I want to be someone who holds a Cornetto

Fya Zainal owhhh!!!! luv this ads....the girl look like my cuzie^^
 13 February 2011 at 20:43 · Like

Jaydeep Burman Dam good.Exciting!!!!
 2 March 2011 at 15:54 · Like

Manju Transformed wow!! :) :D
 3 March 2011 at 17:49 · Like

Tanvi Balekundri Can't resist the Cornetto.....=
 26 February 2011 at 18:59 · Like · ๑ 1

Mayur Dhemre Cool ad... and the Cornetto's shown r even
 Coooooler...
 26 February 2011 at 19:09 · Like · ๑ 1

Shanu Hasan I like it.
 17 May 2011 at 12:41 · Like

Prithvi Rajan Sridharan nicee
 7 June 2011 at 18:41 · Like

Gourav Shrivastav I like it very much:))))
 12 June 2011 at 01:49 · Like

Lessons learned

A lesson in flirtation

Cornetto aimed to be to an expression of flirtation for Asian teens across the region. This was key to achieving Cornetto's objective of market and brand development. The problem was that flirting took many forms in a teen's world. Not to mention that we also had to speak the 'language of love' in Bahasa, Vietnamese, Thai, Hindi, Urdu and English.

Flirting is about the subtext. Therefore, we knew Cornetto communications just needed to understand the subtext and innuendoes of teen flirtation. There was no need to explain the innuendoes of teen flirtation to teens – that would simply be seen as condescending. We studied the Asian teen's attitudes and flirting behaviour across the region, we observed what tools they used, their interactions and their unspoken etiquette in flirting. And in the teens' world, what is filled with more suggestive subtext and meaningless mischief than their music?

To develop the market we had to intrinsically marry this 'language of love' to a product truth to drive consumption. Cornetto For(e)Play literally romanticised the consumption ritual of unwrapping a Cornetto with the provocative music of teen flirtation.

Classical strategic thinking made Cornetto lead with their brains to categorise, identify and isolate. Our true objective was to win Asian teens' hearts – this meant Cornetto themselves had to lead with their hearts and embrace the ambiguity of flirtation. This allowed Cornetto to give each local market, each teen across Asia, their own expression of love.

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