

WALKERS

'TWEET TO EAT'



OBJECTIVES

- 'Do Us A Flavour' was the brand's nationwide, crowd-sourced hunt for a brand new flavour of crisps.
- We had to deliver a campaign that drove trial, created an unmissable launch for the new flavours, delivered a PR'able experience that was wrapped up in the brand while understanding the key insight that technology now facilitates greater engagement for consumers.

STRATEGY

- We wanted to create an engaging OOH campaign that would capture the attention of the secondary audience of hard to reach 16-34 light TV viewers, who are heavy users of social media, who understand and use technology and are excited by new experiences.
- Twitter was to be a central part of the DUAF campaign for the first time not only as a platform for amplifying opinion about the new flavours but as a voting channel for the competition.



EXECUTION

- We turned three London bus shelter panels into digital, tweet-activated vending machines.
- Bespoke and contextually relevant vignettes Gary Lineker appearing to sit inside the 6 sheet panels undertaking a variety of mundane activities.
- Consumers could interrupt Gary and interact with him by tweeting a uniquely generated hashtag to @walkers_busstop.
- As if by magic Gary then dispensed a packet of crisps to them in real-time.



RESULTS



- The experience stretched across the Easter long weekend in East London, and generated unprecedented PR exposure.
- Over 700 people visited the bar.
- It gained 7.4 million impressions on social media.
- Due to the activity, during this period Carlsberg had the greatest social SOV vs major competitors across the Easter period, in turn spiking on trade and off trade sales for the quarter.