



Cornetto – The secret weapon of love

A digital lead, mobile first campaign



Business needs



- ✓ Enhance product quality
- ✓ Improve SKU distribution
- ✓ Rejuvenate communication



Brand challenge

Cornetto

- ✓ Rebuild Cornetto as an iconic teenage love brand
- ✓ Increase purchase frequency across the summer of 2016





Job to be done

- ✓ Attract key city youth to Cornetto
- ✓ Launch highly engaged, equity led activation



Cornetto



Insight

- ✓ Lovestruck teens are late starters
- ✓ They want to be loved, but are scared to take the first step





Core creative idea



LOVE 来了
不要等



Melting letter





Templates





Pair packs

Cornetto



广告

可爱多

张艺兴



Vending roadshow

Cornetto

可爱多
表白神器

还不给我
跪下
听我给你
道歉

当面表白
你敢吗?
有胆就站出来!

你的告白,打印出来!

奶香筒脆
天生一对



Vending UX



Step 1

Click the button
to begin.



Step 2

Type your love
confession.



Step 3

Print out your
personalized
love-
confession.



Step 4

Give this Cornetto
to your beloved.



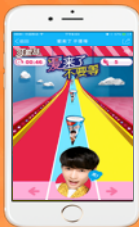




Continuous effect



Emoji



Celebrity
Mini Game



Viral Video



Tec Video

Apr 18

H5 Pre-launch



May 20

Melting letter



June 3

Vending machine



Online event

Offline event

Social Interaction

Video content



Celebrity effect

- ✓ Attracted **800K** fans
- ✓ Ave **36k** people make comments below the feeds
- ✓ Over **200k** repost after read



HOW

90's EXPRESS THEIR

FEELINGS

Social sharing
Penetration 73%:
Index: 112



Singing:
Penetration: 28%
Affinity: 182



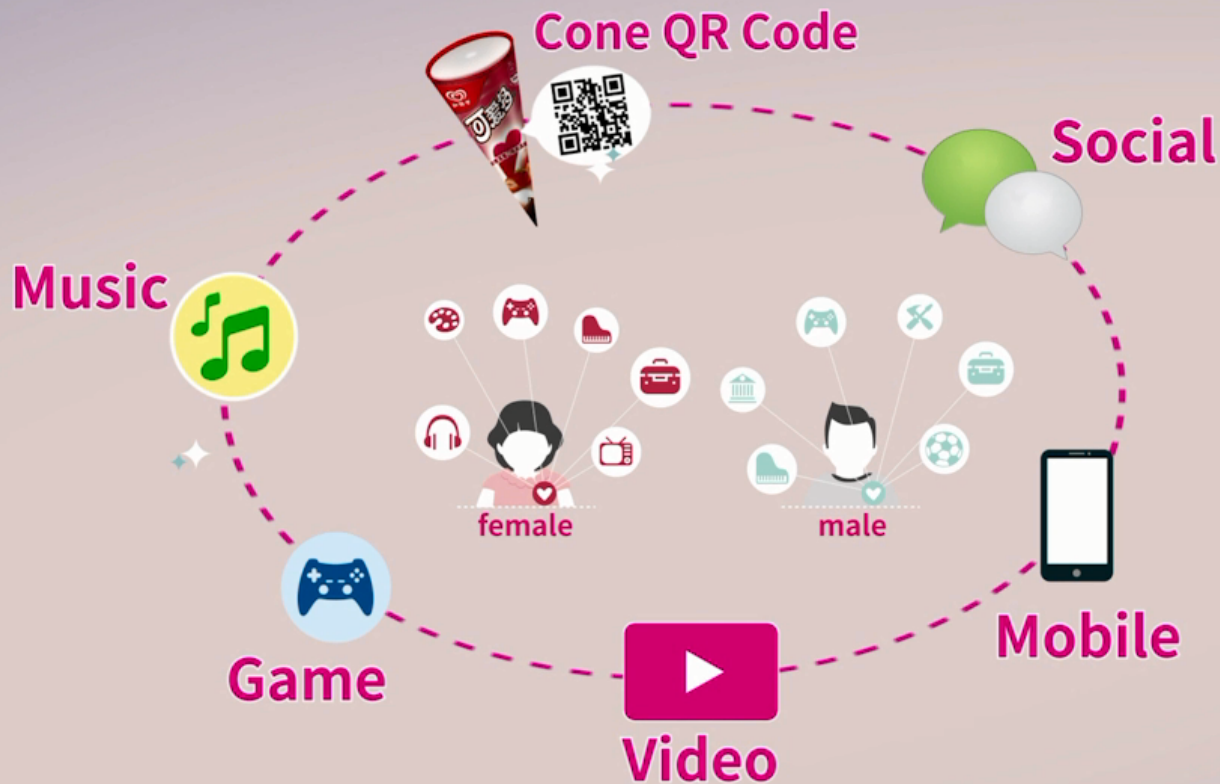
Share Music:
Penetration: 41%
Affinity: 176



Share Lyrics:
Penetration: 23%
Affinity: 216



ON



Cornetto in every aspect of Chinese teen's life



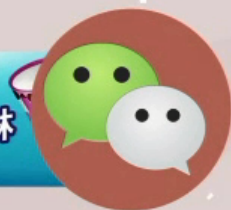
QQ Game



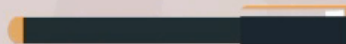
QQ



QQ Music



WeChat





RMB 46 MILLION
IN EARNED MEDIA

38 MILLION CONVERSATIONS
ON SOCIAL MEDIA

3,000,000







Key lessons

- ✓ Clearly align the role of the brand
- ✓ Centre your campaign around one core idea
- ✓ Design the experience to be 'mobile up'
- ✓ Innovation + scale = find the right partners



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