Entrant's Name: Judy Lewis **Entrant's Organization:** Strategic Objectives
Client Organization: Unilever Canada **Time Period of Project:** July 2010 – September 2011
Title of Entry: Magnum Ice Cream Bars Canadian Launch
Division/Category: (A): Corporate/Agency: New Product or Service Launch Campaign of the Year

Introduction and Research

Unilever is one of the world's leading food companies and the leading ice cream producer including Magnum ice cream bars — the World's Pleasure Authority™. Magnum is a super-premium ice cream bar with a thick coating of authentic Belgian chocolate wrapped around a rich real ice cream centre and available in six sublime flavours. Magnum is one of the world's most loved ice cream bars – every year more than 1 billion Magnum bars are enjoyed in more than 40 countries excluding Canada. Unilever's global growth strategy was to identify opportunities to launch its most successful products into new markets and recognized that Canadians were experiencing the decadence of Magnum abroad and longed for it to come to Canada. Magnum was Unilever Canada's most important initiative in 2011. Its success would impact its position and reputation as a leader and contribute to the success of its global growth strategy.

Strategic Objectives (S.O.) won a competitive pitch to develop an original, national media relations product launch campaign that would create awareness for Magnum ice cream bars in Canada through strong, branded media coverage to help achieve market success in Canada and differentiate itself from its strongest competitor, Häagen-Dazs; and align with a consumer promotion which it was unveiling to time with the Canadian launch.

In collaboration with Unilever's advertising agency partner, Ogilvy & Mather Toronto, the Canadian Magnum brand team created the consumer promotion: the *Search for the Magnum Heir (SFMH)*. Magnum asked consumers to create videos of themselves enjoying a Magnum bar and tell the world why they deserve the chance to win the ultimate VIP experience. Valued at $250,000, the prize included pleasures such as $100,000 in cash; access to personal chef and limo services; a Holt Renfrew wardrobe and more. Videos would be uploaded to facebook.com/MagnumHeir and a judging panel would select the top ten potential heirs for Facebook fans to vote and select the winner. Media analysis and research showed that traditionally, new ice cream "novelty bars" and consumer promotions in general attracted little media interest and rarely received coverage unless a creative, interactive element was wrapped around the campaign.

Action

Utilizing the RACE formula, including research and results evaluation and measurement, and based on our commitment to innovative and effective media relations practices, S.O. determined that the brand's premium positioning as the World's Pleasure Authority™ was a key point of differentiation and offered exciting media relations opportunities that could leverage the spirit of the *SFMH* promotion. This provided our creative inspiration for our recommendation of a spokesperson who could deliver our messages and reflect the theme of "living the life of an heir" and experience the best-of-the-best! We recommended celebrity spokesperson, Ivanka Trump, who represented the demographic, had the "heir" status and would propel the Magnum story beyond the "food media" to multiple media shows and channels to connect with on-demo consumers.

S.O. developed a multi-layered and highly creative, bilingual national public and media relations program designed to generate branded, high-profile media coverage that would engage Canadians from coast-to-coast, leverage the brand's positioning, generate media buzz, support the launch of Magnum in Canada and inspire Canadians to participate in the *SFMH* promotion.

Intended Audiences

- Target Demographic: Women (25-40) bulls-eye late 20's
- Local, regional and national print, online, bloggers and broadcast media (lifestyle/food/business/entertainment)

Measurable Goal

1. Contribute to sales success securing 1.8 market share during month of product launch

Measurable Objectives

1. Generate high profile, positive branded media coverage for Magnum Ice Cream Bars in Canada
2. Achieve 17 million impressions and a Media Relations Rating Points™ (MR^2P™) rating of more than 85% (MR^2P™ industry standard of success: 3.4 million media impressions and a rating of 75%).
3. Achieve cost per contact of less than $0.01 (industry standard of success: $0.05) and secure 50 stories
4. Help digital agency achieve objective to drive 40,000 fans to facebook.com/MagnumHeir

Communication & Implementation

Spokesperson Ivanka Trump

To engage and connect with the prime target demographic and secure positive, branded and highly visual media coverage, S.O. recommended, sourced and managed celebrity and real-life heiress Ivanka Trump as a Magnum spokesperson. Ivanka provided a relevant, credible voice to the product launch and had the "heir" status to propel the Magnum story beyond the "food media" which resulted in brilliant on-message media coverage.

Spokesperson Media Tour

To leverage Toronto as Canada's English media hub and secure national media coverage, S.O. coordinated and conducted a Toronto Media Tour with Ivanka Trump on May 12, 2011. Ivanka received Media Training to deliver Magnum brand and product key messages during the media interviews. S.O. wrote and distributed a Media Alert and conducted proactive media relations to secure interviews. Ivanka's celebrity status opened doors to on-target, on-demo high-profile lifestyle, entertainment and consumer media who typically do not feature consumer product branded segments. The Media Tour generated outstanding positive, branded national media coverage and secured 14 media interviews including *FT-Fashion Television*; HELLO! Canada Magazine; *The Marilyn Denis Show*; Citytv-*Breakfast Television* (Canada's #1 Morning Show); Global TV's *ET-Entertainment Tonight Canada* and CTV's *eTalk Daily* (Canada's #1 Entertainment Show) to name a few.

Magnum Launch Party with Ivanka Trump

To celebrate Magnum's arrival in Canada and provide guests with a taste of the VIP premium lifestyle, Magnum hosted media

and VIPs at an exclusive launch party at a stately Toronto private mansion. S.O. collaborated with Ogilvy Action in the coordination and organization of this spectacular branded affair on Wednesday, May 11. Attended by Ivanka Trump, Magnum chocolate-body-painted models handed out Magnum ice cream bars on silver platters to Guests. The highly branded event provided strong, branded visuals for attending media. S.O. created custom designed invitations that were distributed to an exclusive influencer guest list to ensure the most influential people had access to this highly desirable event. S.O. wrote speaking notes for both Ivanka Trump and Mick Van Ettinger, Vice President, Global Brand Development, Magnum who announced the brand's arrival into Canada and the *SFMH* promotion. S.O. wrote a comprehensive Media Kit and conducted proactive media relations and RSVPs to secure party attendance. S.O. hosted media and VIPs including Toronto Mayor Rob Ford, and managed Ivanka Trump on-site.

Multi-Phase National Media Relations Program

To highlight Magnum's launch into the Canadian marketplace and make news, we recommended a three-prong media relations strategy that included a buzz-building consumer/food media relations campaign; a follow-up lifestyle campaign to support the Launch Event; and a media relations campaign to announce the Magnum Ice Cream New Heir.

S.O. wrote and distributed a unique, comprehensive media kit to Canada's leading news, lifestyle, entertainment, food, trade, consumer product and online media (TV, radio, print and online) across Canada. Our bilingual media relations team conducted proactive media relations and secured brand-focused product coverage in many of Canada's most influential magazines, including Food & Drink, Châtelaine, Canadian House & Home, Chez Soi, City Style and Living to name a few.

To secure additional media coverage and mass visibility for the program, we conducted Media Drops in Vancouver, Toronto and Montreal and secured branded media co-promotions with leading media outlets including Citytv-*CityLine*; Citytv-*Breakfast Television* (Winnipeg/Edmonton) and 24 Heures.

Our Social Media PR program connected with bloggers, key influencers and secured online coverage to drive traffic to facebook.com/MagnumHeir. Our bilingual social media team secured outstanding social media buzz and exceptional Twitter, Facebook and blogger engagements. Ivanka Trump (1+ million followers) and high-profile Canadian media personalities "tweeted" about the promotion and Ivanka's visit to Toronto.

On September 22, 2011, Shawna Howson was named the Magnum Heir and won the ultimate VIP experience. She received the greatest number of votes - 10,000+ Facebook fan votes – to win the ultimate prize. Shawna debuted as the Magnum Heir at a red carpet Toronto International Film Festival movie gala party. S.O. conducted proactive media and blogger relations; secured media co-promotions and leveraged a media buy with CTV's *eTalk Daily* for an exclusive backstage TIFF makeover experience.

Budget and Restraints

While the budget for this program is confidential and can not be published, it was in the range of $150,000-$200,000, including PR services and base program expenses over a 14 month period (excluding confidential event hard costs assumed by Ogilvy Action). S.O. delivered outstanding value. The program was completed on time and within the client approved budget.

- Considerable time, effort and negotiations were devoted to securing Ivanka Trump as the brand ambassador for the launch. Within the existing budget, we conducted 9 months of negotiations to secure the contract.
- Following the signed contract, we were informed that Ivanka was pregnant and would be flying to the event 8 weeks prior to her due date. S.O. leveraged her pregnancy cravings to position Magnum as one of her favourite treats and worked closely with Ivanka's management team to ensure her safety and comfort during her visit.
- Ivanka Trump was very specific about what she would/would not discuss. This included her refusal to say the word "heir" or be referenced as an heir. To overcome this difficult messaging challenge, S.O. collaborated with Unilever to skilfully position the brand in all media materials while providing Ivanka with key messages she agreed to deliver.
- Prior to the Launch Event, Ivanka's father, Donald Trump, declared his interest in running for the U.S. Presidency. S.O. worked closely with Ivanka to develop key messages and good answers to tough questions to successfully manage media to ensure on-focus, branded coverage. The client was extremely pleased that only one out of 147 stories included commentary on Mr. Trump.

Evaluation and Results

The national media relations program to support the launch of Magnum Ice Cream Bars in Canada achieved goals; exceeded objectives; generated outstanding on-brand media coverage and public awareness from coast-to-coast; and contributed to a 1.8 market share during month of product launch, 46% above share forecast (4 week period ending June 4, 2011), and weekly volume grew 89.2% from week ending May 7-21 (prime PR period). The creative PR solution proved to be highly successful in meeting the business need, engaging the target audience and differentiating the brand from its strongest competitor. Collaboratively with Magnum and its agency partners, PR made a significant contribution to the outstanding successful launch of Magnum in Canada. PR was applauded by Unilever Global for successfully supporting its global growth strategy.

- Secured national and regional media coverage reaching the prime target demographic;
- Cost per contact was $0.003 (cost was 70% better than forecasted);
- 104% MR^{2}P™ score based on chosen criteria (industry standard 70%);
- Secured a total of 154 media stories and more than one hour of TV coverage including CTV's Canada AM;
- Generated more than 46.7 million media impressions (174% above objective);
- 99% positive branded message-driven media coverage
- 44,000+ Facebook fans and growing (10% above objective)
- Unilever reported the highest stock price growth in more than two years after introducing products such as Magnum ice cream in North America. (Bloomberg, August 4, 2011)

2012 CPRS (Toronto) ACE Awards

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Rationale

The New Magnum ice cream bars Canadian Launch Public Relations Program proves the awesome power of PR has the ability to reach into the hearts, minds and wallets of consumers.

Strategic Objectives (S.O.) was hired by Unilever Canada to develop an original, public relations product launch campaign that would create awareness for Magnum ice cream bars in Canada and support its *Search for the Magnum Heir (SFMH)* consumer promotion through strong, branded media coverage to help achieve market success.

Media analysis and research showed that traditionally, new ice cream "novelty bars" and consumer promotions in general attracted little media interest unless a creative, interactive element was wrapped around the campaign. We determined that the brand's premium positioning as the World's Pleasure Authority™ was a key point of differentiation and offered exciting media relations opportunities.

S.O. developed a Canadian, high profile, public and media relations campaign that incorporated national and regional media relations and recommended celebrity spokesperson, Ivanka Trump, who represented the demographic, had the "heir" status and would propel the Magnum story beyond the "food media" to multiple media channels to connect with on-demo consumers.

The integrated PR program achieved an MR^2P™ Rating of 104% with a cost per contact of .003 and 46.7 million media impressions. PR made a significant contribution to delivering strong brand-building awareness and helped contribute to a 46% above share forecast during month of product launch and weekly volume grew 89.2% from week ending May 7-21, 2011 (prime PR period).