

CAMPAIGN REPORT UNIVERSAL CEREALS

Reporting Period: March 6 - April 30, 2017

Purpose & Goal of Campaign

Universal Cereals wanted to be top-of-mind and engage with social fans.

I created a digital and social strategy to bring hype, excitement, and *'feel good content'* to locals of Trinidad & Tobago through a video series and contest. The intent of the **#HowTrinisEatCereal** campaign was to make the videos explode on the internet and **keep brand top of mind.**

Goals:

1. Build brand awareness
2. Create excitement
3. Engage with locals
4. Positively influence brand perception
5. Influence product sales

Result of Digital Campaign

2018 CARIBBEAN ADDY AWARD WINNER

The Rum

- Category – Illustration, Company – Caribbean Airlines, Title: “Going Beyond” (Bird Illustration).

The advertising agency also won a total of 15 Silver Awards across a wide cross section of the categories, such as print, television, radio, publications and digital media for entities such as Telecommunications Authority of Trinidad and Tobago (TATT), Café Brasil, 3 Plumes, Global Brands (Pizza Boys), Punchy Punch, Universal Cereals, First Citizens, Caribbean Airlines, and Angostura.

The CAF Addy Awards accepts entries from the wider Caribbean and is judged by an international panel of advertising executives in the US Virgin Islands.

Trending

- 'Advocate for peace': Swanny denies part in
- Cashew Gardens launches solar and

Summary of Campaign's Online Activities

Facebook,
Twitter &
Instagram

- Contest posts
- Product posts
- Promotional posts
- Engagement posts
- Monitoring & responding

YouTube
Channel

- Contest playlist
- Video uploads

Paid
Advertising

- Video ads
- Display banner ads
- Facebook & Instagram Boosted posts
- Facebook & Instagram Sponsored ads

Contest
Website

- Gave video's a home
- Integrated contest videos
- Contest details
- Contest rules & regs

Online Banner Ads



and its divisions:



Online Banner Ads Overall Results

March 27- April 30

Metric	Result
Impressions	2,060,392
Clicks	4,157
CTR	0.20% <i>(Industry Avg. 0.15%, Google Display)</i>
Total Spend	\$1,574.73 USD
Contest Web Visitors	2,937
Cost per Click-to-Visit	\$0.54 USD
Avg. Bounce Rate	85.80% <i>(Industry Avg. 82.13%, Google Benchmarks)</i>

If the contest site were to collect leads Universal Cereals had the opportunity to capture **60 leads** into a branded email marketing program.

Leads Calculation: 2937 visitors less the 85.80% bounce rate (2520), leaves **417** actively engaged people from display ads. If we were to be conservative, we could estimate that **59 users** (less 85.80%; 358) from the engaged visits would actually opt-into a Universal Cereals email marketing program.

Online Banner Ads Results

Compared to Food & Drink Global Benchmarks



Display Ad Goal: Drive traffic to Contest site

Global Industry Average

Display advertising generates the **most visits** to Food & Drink websites

Global average bounce rate from display advertising is **82.13%**

Display ad visitors generally spend about **28 seconds** on a web page

On average, display ad visitors generate **74% new web visitors** to a web page

Universal Cereals Averages

Display ad visits made-up **86.5%** of the contest's total visits

The contest had an average bounce rate of **85.80%** from display ad visitors

On average, display ad visitors spent a total of **31 seconds**

The contest website generated a total of **81% of new web visitors** from display ads



Above industry avg./Good results



Slightly below industry avg.



Below industry avg.

Display Banners

Banner Sizes:

- 120x600
- 160x600
- 250x250
- 200x200 (mobile)
- 300x50 (mobile)
- 300x100 (mobile)
- 200x250
- 300x600
- 728x90

Universal
BE THE NEXT
CEREAL SUPERSTAR!

Submit your twist on how you eat Universal Cereals
#HowTrinisEatCereal

← PRIZES

HOW TO ENTER

Universal
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← PRIZES

HOW TO ENTER

Video Ads



and its divisions:



Video Ads Overall Results

March 10 - April 30

Metric	Result
Impressions	476,851
Video Views	111,180
25% Watch Time	47.19%
50% Watch Time	38.83%
75% Watch Time	32.45%
100% Watch Time	22.45%
Total Spend	\$1,260.62
Cost-per-View	\$0.01 <i>(Global Industry Avg. is \$0.02, WordStream)</i>
Cost per Video View-to-Visit	\$14.49

Total brand awareness achieved from video ads was almost half-a-million, which represents approximately **36% of T&T's total population**

Video Ads Results

Compared to Food & Drink Global Benchmarks



Video Ad Goal: Drive traffic to YouTube channel

Global Industry Average

Video advertising drives about **10%** less traffic than display ads

The average bounce rate from video advertising is **71.16%**

Video ad visitors generally spend about **37 seconds** on a web page

On average, video ad visitors generate **82% new web visitors** to a web page

Universal Cereals Averages

Video ads made-up **3%** of the contest's site total visits, this is very low, but it is a bonus

The contest had an average bounce rate of **70.64%** from video ad visitors

On average, video ad visitors spent a total of **3 minutes and 39 seconds**

The contest website generated a total of **85% of new web visitors** from video ads



Above industry avg./Good results

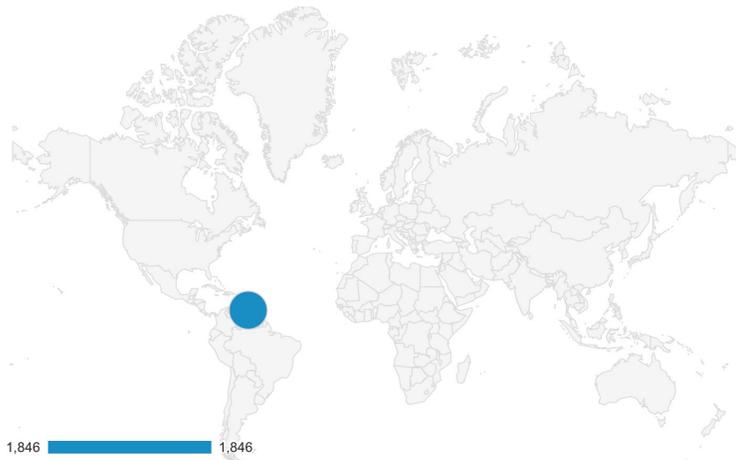


Slightly below industry avg.



Below industry avg.

Online Banner & Video Ads Audience Info for Your Audience Profiling



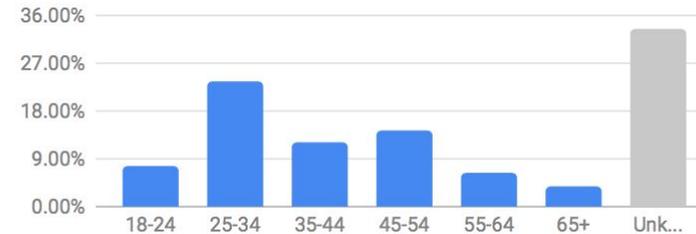
1,846

Visitors from video and banner ads visited the site from Port of Spain. We have no data from other cities

Demographics breakdown

Clicks by demographics

Age



Age groups: 25-34, 45-54 and 35-44 are most active online banner and video ads

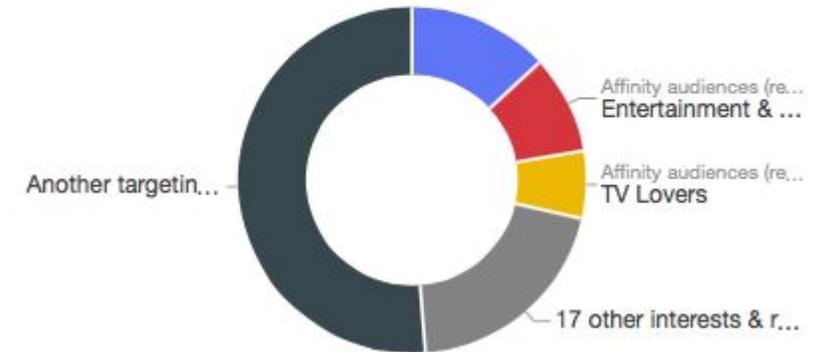
Gender



From the most active age groups, Females were most engaged with your online banner and video ads

Interests & remarketing

Clicks for your top interests & remarketing



Other Interests

- Consumer electronics
- Jewelry & watches
- Apparel and accessories
- Post secondary education
- Beach travelers
- Soccer fans
- Sporting goods
- Employment

Video Views

Here's How They Did on YouTube



Views: 33.1K
March 6



Views: 63.8K
March 14



Views: 25.6K
March 22



Views: 654
April 14

YouTube Channel



YouTube Channel Overall Results

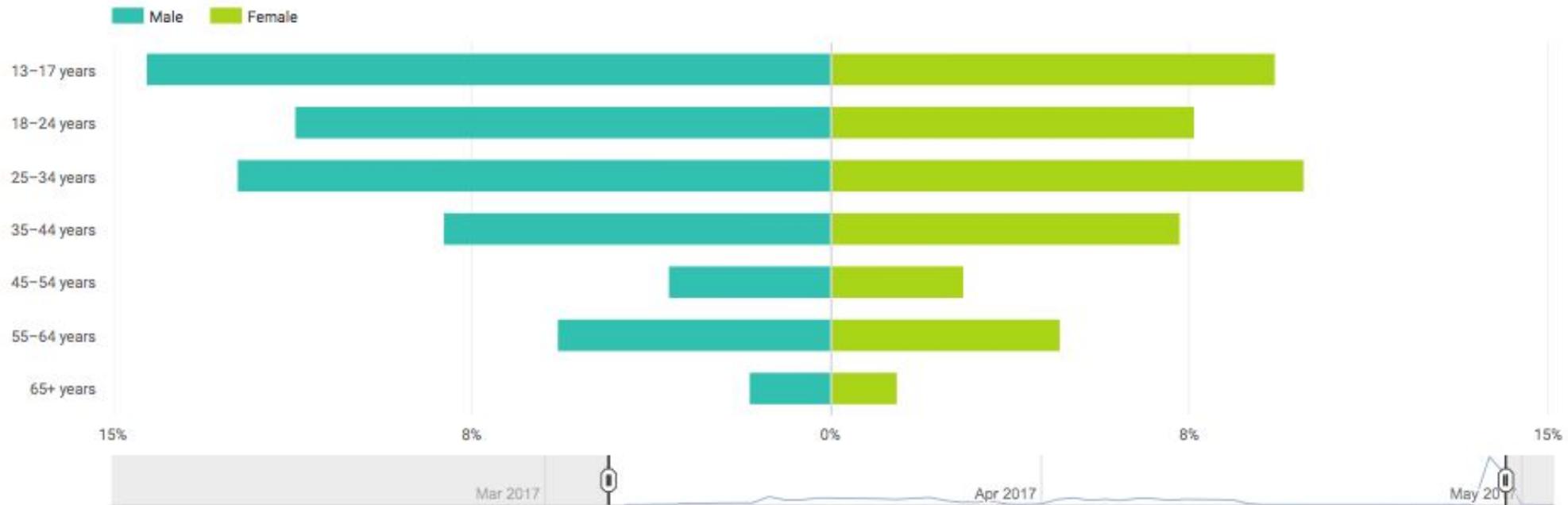
March 5 - April 30

Metric	Result
Video Views	123,279
Likes	154
Subscribers	91 (0.07% from channels video views)
Dislikes	2
Comments	24
Shares	285 (users were engaging naturally with videos)
Videos in Playlist Views	50

The purpose was to collect data for Universal Cereals, therefore, cannot compare to industry average

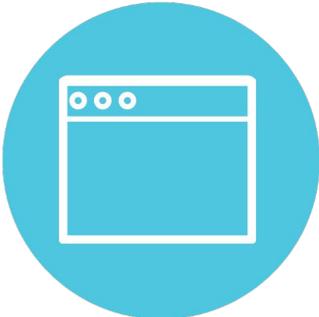
Apart from the video ads, the Universal Cereals YouTube channel received **123K video views** from the playlists created (**campaign and branded**). This represents approximately **9% of T&T's total population**

YouTube Channel Audience Info for Your Audience Profiling



Unlike online banner and video ads, Universal Cereals YouTube channel has a different audience, where the dominant age groups were **13-17, 25-34, 18-24, and 35-44**. Amongst these age groups, **males** were more dominant.

Contest Website



Tracking Contest Site Engagements

Tracking of Web Actions

Home Page

- Hero banner clicks
- YouTube video views/plays

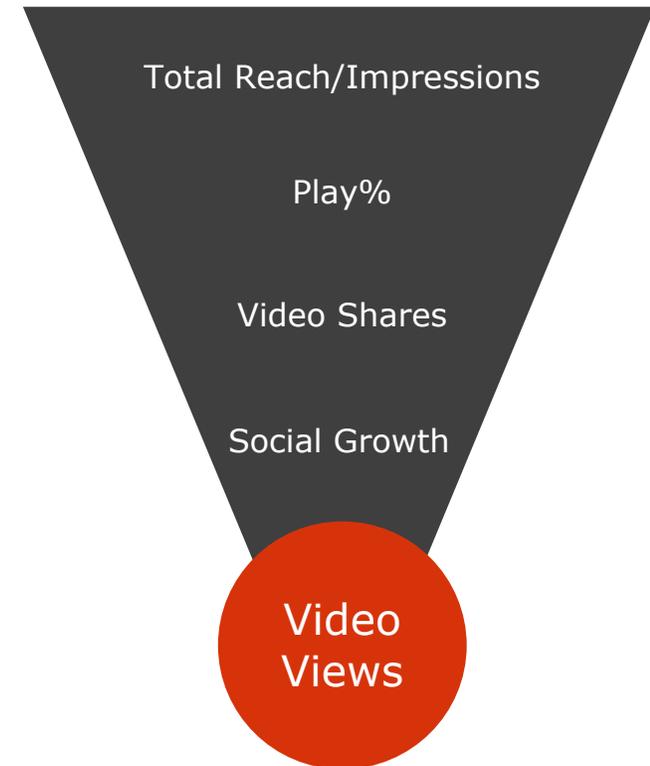
Contest Page

- Clicks to Facebook page
- Clicks to Rules & Regulations page

Overall Website Engagements

- Inbound links → tracking all website clicks to web pages on contest site
- Outbound links → tracking all clicks that lead outside of the contest site (e.g. YouTube channel)

Tracking Web Engagements to know:



Contest Website Overall Results

March 21 - April 30

Metric	Result
Web Visits	3,429 (From: Display ads, Video ads, Social ads, & social posts)
Contest Entries	19 (Represents 0.55% from total web visitors, consistent with Facebook engagement rate ~ Brand Benchmark Collected!)
Contest Web Actions	2,517 (This means, engagement was high)
Total Video Plays from Site	2,095
Unique Video Plays from Site	1,886 (First-time video view per unique visitor e.g. Contest page)
Inbound Links	333 (Total number of clicks on site)
Outbound Links	89 (Total number of clicks off-site e.g. FB page)
Most Engaged Age Group	25-34
Home Page Total Web Actions	2,353 (hero banner clicks, video plays, clicks on page)
Contest Page Total Web Actions	149 (clicks on page)
Rules Page Total Web Actions	5 (clicks on page)
Average Bounce Rate	81.63% (Global Industry Avg. is 53.89% with various traffic sources, including: organic, direct, referrals, email, and affiliate marketing)

Contest Entries

Universal Cereals

BE THE NEXT
CEREAL SUPERSTAR!

CLICK HERE FOR MORE INFO

Video of the Week

How Trinis Eat Cereal | Oyster Man | Universal Cereals

Past Videos

How Trinis Eat Cereal | Oyst... | How Trinis Eat Cereal | Doub... | How Trinis Eat Cereal | Sno... | How Trinis Eat Cereal | Coco...

Contest Videos

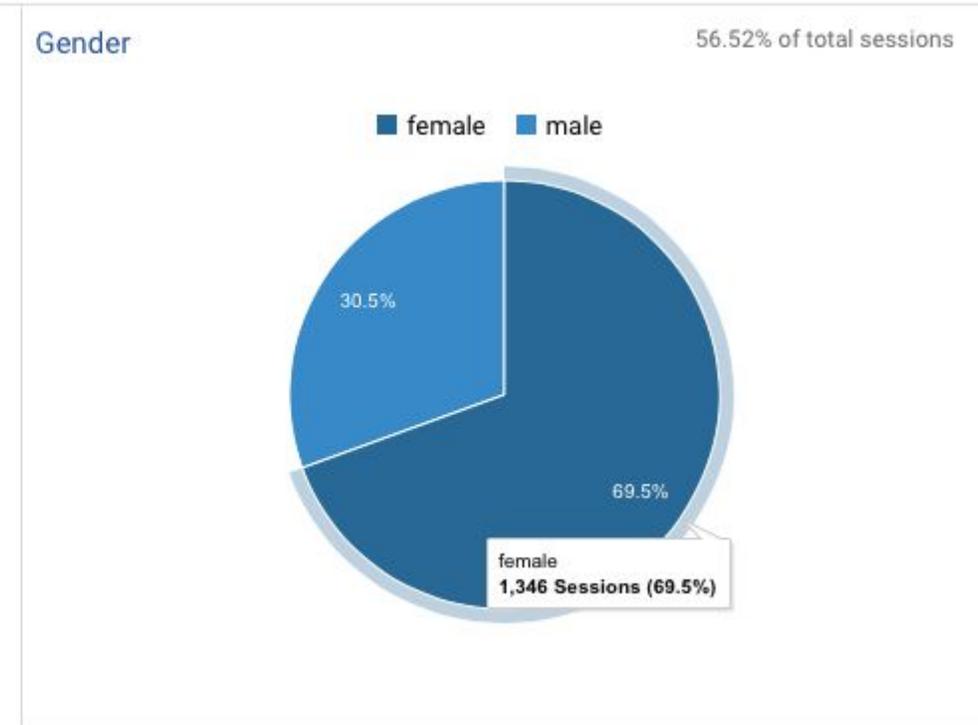
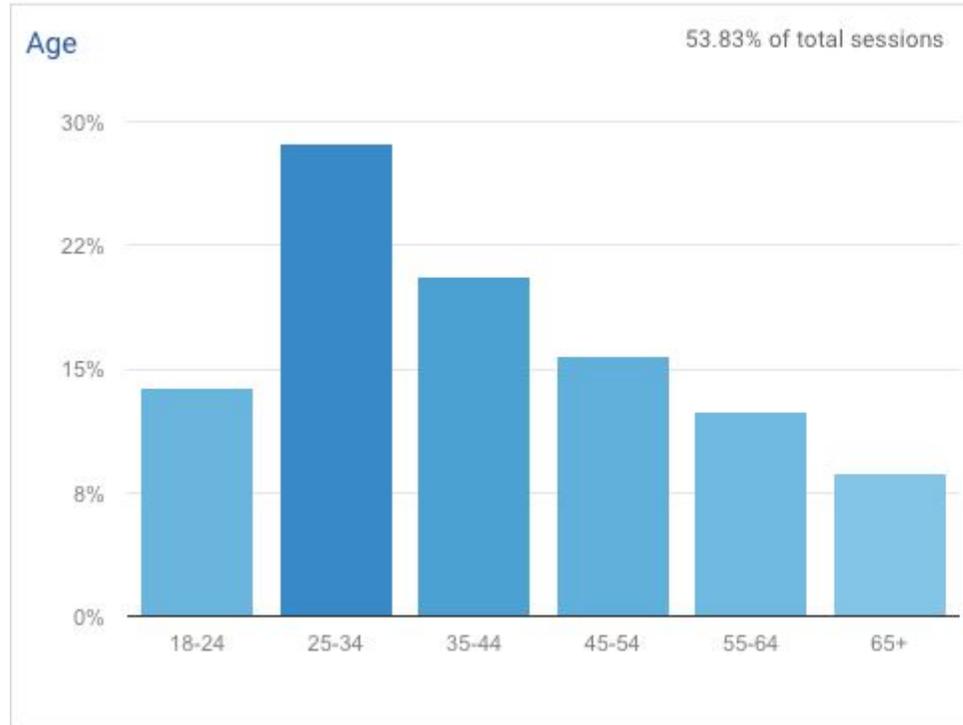
Universal Cereals
2 days ago
Thank you guys so much for your entries. We are absolutely enjoying watching them all! You guys did such an amazing job. Stay tuned to the page as we will be announcing the winner VERY soon! 🎉
#HowTrinisEatCereal

Ellen Song'e
4 days ago
#HowTrinisEatCereal

Desiree J. Smith
5 days ago
#HowTrinisEatCereal... #UniversalCereals is an excellent source of essential vitamins and nutrients for children to start the day for breakfast then off to school... my son loves the chocolate morning ooo's as a snack in his lunchkit in the mini serving packs... so convenient. Parents can be happy to know that their little busy buds are well nourished

Red Frederick
5 days ago
Because curry duck is too mainstream for a river lime.
#HowTrinisEatCereal
"Honnos Breith"

Audience Data from Contest Website for Your Audience Profiling



Similar to banner and video ads, the majority of contest site visitors were from **Females**, ages **25-34**, **35-44**, and **45-54**

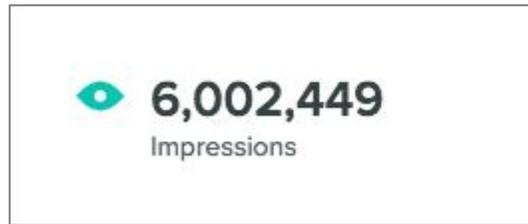
Facebook Channel



Facebook Channel Overall Results

March 6 - April 30

Activity Overview



Brand Awareness achieved.
Total impressions increased by 3,850.5%

Insight: Approx. everyone in Trinidad & Tobago saw a social post/social ad 4.5 times



0.56% from total times Universal Cereals was visible to Facebook users

Total Facebook engagements increased by 15,848%



Insight: The page's total engagements increased tremendously! BUT! Facebook ads avg. CTR across all industries is 0.90%.



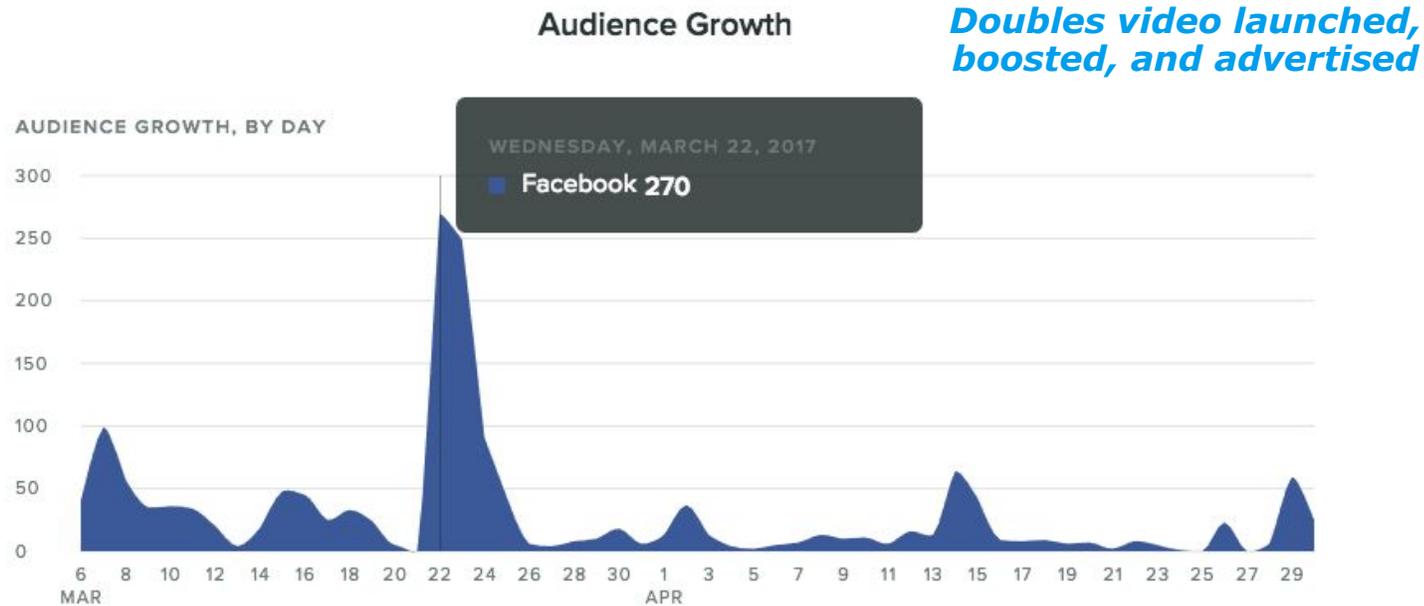
BONUS: Total video clicks & contest site visits, where they drove 369 web visits



Insight: Avg. Facebook ads conversion rate across all industries is 9.21%, from a conversion stand-point we generated a 65% conversion rate from Facebook posts/ads to web visits

Facebook Audience Growth

March 6 - April 30



Total **new Facebook fans acquired** during the campaign period was **1,651**, which represents an **increase by 13.2%**. Boosted posts and Facebook played a big part in acquiring new fans.

Facebook Message Volumes

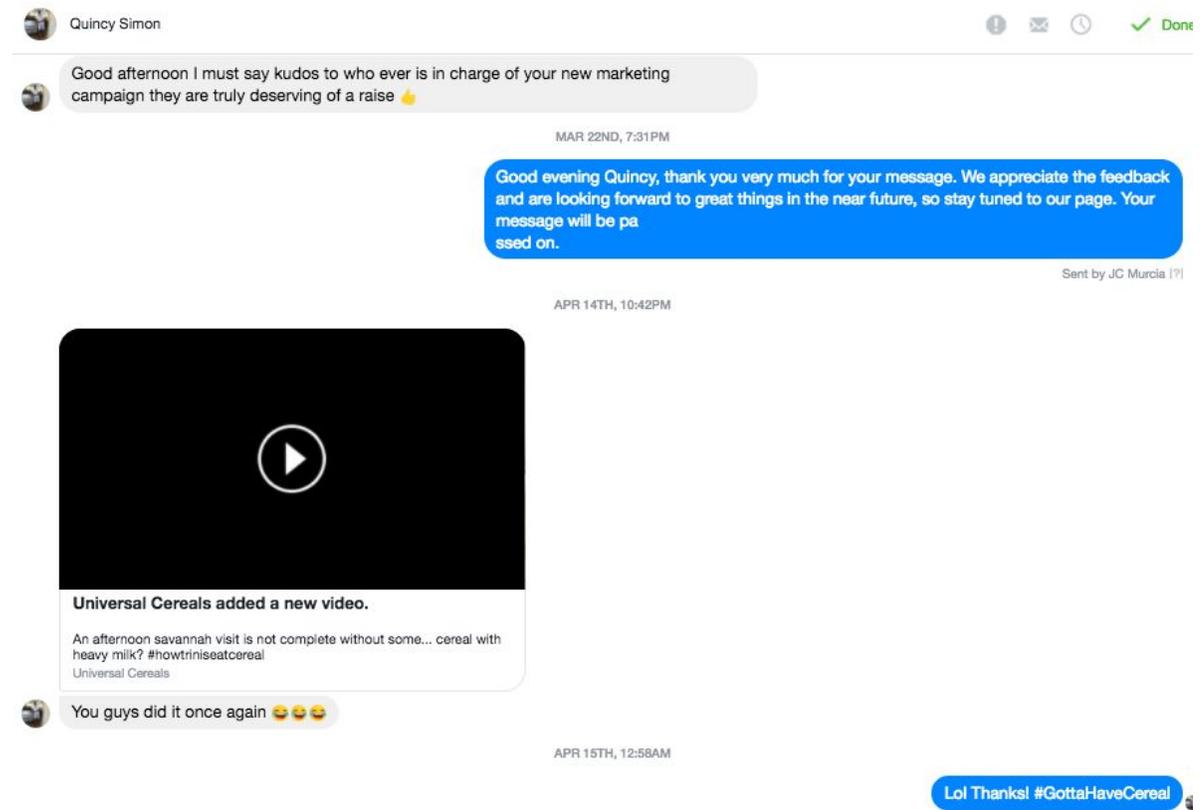
March 6 - April 30

Sent Messages Metrics	Totals	Change
Facebook Posts Sent	371	▲ 627.5%

From January to February, posts sent were only 57

Received Messages Metrics	Totals	Change
Facebook Messages Received	2,951	▲ 13,952.4%

From January to February, 35 messages were received in total



The campaign gained a lot of interest amongst Facebook users. Various job opening inquiries were asked, and users were even congratulating Universal Cereals on a fantastic job with the videos.

Facebook Video Views

March 6 - April 30



Insight: Can you guess what caused spikes? The videos! The spikes are the dates when each video was launched

Video Launch Dates:
 March 6th, 14th, 22nd,
 and April 13th

Mar 2, 2017 - Apr 30, 2017

554,464 Organic Video Views

598,439 Paid Video Views

Breakdown: Organic/Paid



In total, the videos on Facebook received **1.1M views** with both **organic** and **paid** activity combined

Video Views

Here's How They Did on Facebook



Views: 409K
March 6



Views: 229K
March 14



Views: 403K
March 22



Views: 108K
April 13

Social Activity

Facebook was the Dominant Social Channel



Facebook Channel

March 6 - April 30

Liked Follow Share ... Learn More

Featured Video

Universal Cereals
@universalcereals

- Home
- About
- Quiz
- Photos
- Likes
- Videos**
- Posts
- Events
- Services
- Shop
- Groups
- Notes
- Offers
- Jobs

Grow Business

Playlists (1)

#HowTrinisEatCereal
4 videos · Updated about a month ago

► Play All

- An afternoon savannah visit is not complete without some... cereal... April 13 · 108K views
- How Trinis Eat Cereal | Doubles Man | Universal Cereals March 22 · 402K views
- How Trinis Eat Cereal | Sno Cone Stand | Universal Cereals March 6 · 409K views
- How Trinis Eat Cereal | Universal Cereals March 14 · 229K views

Instagram Channel

March 27- April 30



YouTube Channel

March 5 - April 30

The screenshot shows the YouTube channel page for Universal Cereals. The banner features the Universal logo, a 'BE THE NEXT CEREAL SUPERSTAR!' contest announcement with a starburst graphic, a photo of a man drinking cereal, and a promotion to win a GoPro, a Nintendo Classic Edition, and a year's supply of Universal Cereals. Below the banner, the channel name 'Universal Cereals TT' is displayed with a 'Subscribe' button showing 91 subscribers. The video navigation menu includes 'Home', 'Videos', 'Playlists', 'Channels', and 'About'. The featured video is titled 'Breakfast Is Universal | Cereal Love | Universal Cereals', has 600 views, and was posted 1 month ago. The video description includes the hashtag #Happiness is universal and social media links for Facebook and Twitter. A list of cereal brands is provided: Traditional Cereals, Corn Flakes, Corn Flakes with Cinnamon & Almonds, and Frosted Flakes.

Universal Cereals TT Subscribe 91

Home Videos Playlists Channels About

Breakfast Is Universal | Cereal Love | Universal Cereals
600 views 1 month ago
#Happiness is universal - good thing #UniversalCereals offers good breakfast at quality prices.
Facebook: <https://Facebook.com/Univer...>
Twitter: <https://Twitter.com/CerealU...>

- CEREAL BRANDS -
- Traditional Cereals:
- Corn Flakes
- Corn Flakes with Cinnamon & Almonds
- Frosted Flakes ...

[Read more](#)

Twitter Channel

March 5 - April 30

Universal Cereals @CerealUniversal · Apr 13
 An afternoon savannah visit is not complete without some... cereal with heavy milk? #howtrinisatecereal



0:41 min

1

Universal Cereals @CerealUniversal · Apr 13
 We are LOVING these entries like this one, good job Candy Maynard! lol. Show us YOU eat #UniversalCereals for a chance to win great prizes.



0:55 min

Made With VivaVideo

Universal Cereals Retweeted
HNC PPA @HNCPPA · Mar 23
 Something different 🤔🤔

Universal Cereals @CerealUniversal
 Cereal with slight...?! #HowTrinisEatCereal
 #UniversalCereals
 goo.gl/kJBES

2

1

Universal Cereals Retweeted
Ansa Musa @St_Ans · Mar 25
 @kareem_ruckwell & d #SleepingGiant team winning wit dese ads right now 🤔🤔

Universal Cereals @CerealUniversal
 Cereal with slight...?! #HowTrinisEatCereal
 #UniversalCereals
 goo.gl/kJBES

1

1

Universal Cereals Retweeted
K. Crosby™ @krosby_10 · Mar 25
 🤔🤔🤔

Universal Cereals @CerealUniversal
 Cereal with slight...?! #HowTrinisEatCereal
 #UniversalCereals
 goo.gl/kJBES

1

2

Apart from Hashtags Used for Contest Entries, A Few People Used the Hashtags

Top Posts

RT / Likes

Klout

Recent

-  Red Frederick @red_frederick Apr 30 52 ♥
https://m.facebook.com/story.php?story_fbid=10203553813843939&id=36913313986004
7 Check out my newest video for Universal Cereal's competition #HowTrinisEatCereal
-  Universal Cereals @universalcereals May 4 5 ♥
You know that it's going to be an #awesome day when your Morning Ooos sends you a message. It's okay to talk back- we won't judge you :) Good morning everyone! #HappyThursday! #BreakfastIsUniversal
-  Universal Cereals @universalcereals Apr 30 4 ♥
Good morning. Did you have your Universal this morning? #BreakfastIsUniversal

#HASHTAGS
#HowTrinisEatCereal
#UniversalCereals
#BreakfastIsUniversal

#HASHTAGS

#HowTrinisEatCereal

#UniversalCereals

#BreakfastIsUniversal

 **Boomchampionstt.com** shared Universal Cereals's video.
 March 14 at 8:02pm · 🌐

Buh wha de jail 🤔😂
<https://www.facebook.com/universalcereals/videos/1086784451428242/>
 #howtriniseatcereal #BreakfastIsUniversal



223,482 Views

Universal Cereals
 March 14 at 7:18pm · 🌐

👍 Like Page

When it's hot outside, you just need a nice, cold... cereal? #HowTrinisEatCereal #BreakfastIsUniversal

👍❤️👍 74

5 Comments

👍 Like 💬 Comment ➦ Share

 **Lexo TV** shared Universal Cereals's video.
 March 11 at 12:18pm · 🌐

How u like yuh serial
<https://www.facebook.com/icpantin/posts/10154803056110743>



339,852 Views

Universal Cereals
 March 6 at 7:16pm · 🌐

👍 Like Page

If you're taking a small stroll around the savannah, you must stop for a cold... cereal with milk?! #HowTrinisEatCereal #BreakfastIsUniversal

👍❤️👍 39

👍 Like 💬 Comment ➦ Share

and its divisions:

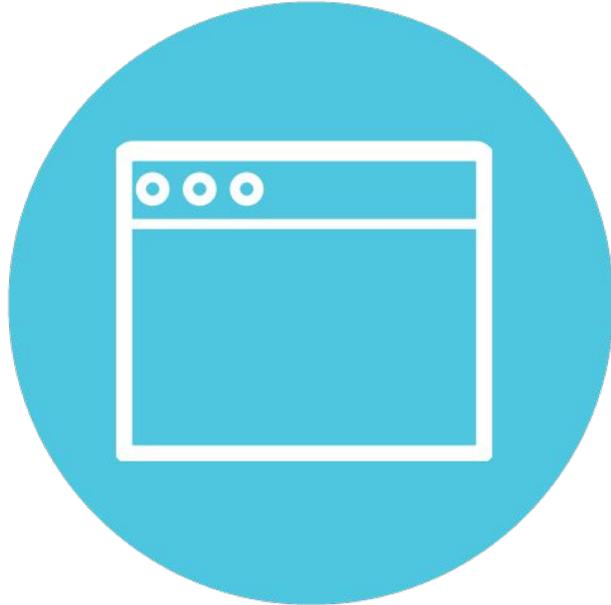


JENNIFER CARMIN CAMPOS

Digital Marketing Recommendations

Engage with Consumers & Build Natural Brand Influencers to Influence Product Sales

Based on the Campaign's Data, We Know that Web, Social and Email Would Benefit the Brand



Branded Website: Give users/shoppers reasons to visit your site (e.g. coupons, contests, events, Universal Cereals recipes, Universal Cereal Moments)

Your Benefit: Influence retention



Capture Leads: Periodically keep users informed of your latest product info & promotions

Your Benefit: Influence Purchases



Social Media: Keep users engaged with the brand

Your Benefit: Stay Top of Mind



Universal Cereals

Published by Kita Yorke [?] · 10 hrs · 🌐

We made these #mocktails using milk, food coloring and Fruit Oos! Great for a late night treat with the friends!



CONTENT IDEAS

Universal Cereals unique recipes

Unique snack ideas / recipes

Cereal shakes / smoothies

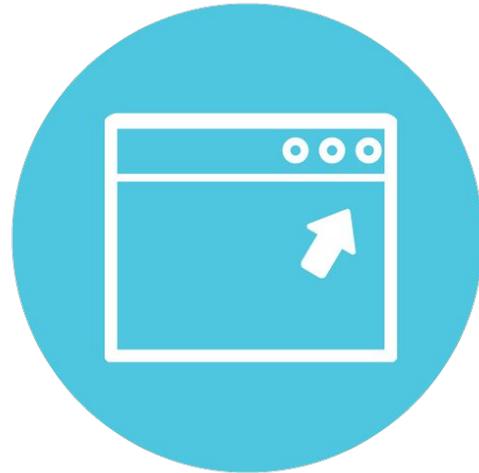
Universal Cereals Moment: Motivate brand shoppers to share their Universal Cereal moment on Instagram/Facebook

Universal Cereals Moment

Cereal Challenge: Let's have the Marketing Manager do a video where he tries to eat a bowl of cereal as fast as he can (great for Instagram)

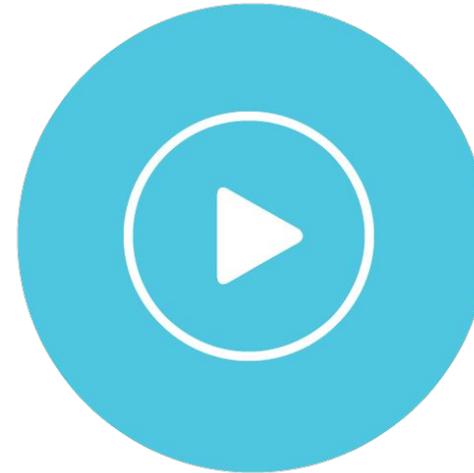
All content will be hosted on the site as well

Per Campaign Execution, Online Advertising and Video Marketing Helps Increase Awareness in a Strategic & Cost Effective Way



Online Ads: Execute display and social ads to support campaign's success for optimal reach and conversions

Your Benefit: Better Results & More Conversions



Video Marketing: Support your campaigns with fun videos to excite your targeted audience

Your Benefit: Better Results & More Conversions

Key Learning's

Making Future Campaigns Better



Create a Facebook album where all contest entries will be added

Remind fans to visit the site to check out all entries

Add gamification elements to the contest site, for example, as a video gets viewed, a *view icon* appears beside the video with a tip in how they could get more video views - this will motivate friendly competition

Each social channel should have a distinctive role to promote the contest/campaign, for example, Twitter could have been used as the announcer voice of a new video entry and where to check it out etc.

Through a well segmented email program, natural brand advocates/influencers could be built and rewarded with exclusive discounts, first-time shoppers for new products etc. - *natural brand supporters works best, as opposed to paying someone to do something*

Sources

Google Industry Benchmarks, 2017

Wordstream 2017 Facebook Advertising Benchmarks

<http://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

Sprout Social, 2017 Social Media Statistics

<https://sproutsocial.com/insights/social-media-statistics/#facebook>

Google Analytics, Universal Cereals Property

Google Tag Manager, Universal Cereals Property

Google AdWords, Universal Cereals Account