

AKQA/Marmite



Love it or hate it?



Did he love it or hate it?
See the result on page 4.

HIGHLIGHTS

- 2.6K+ Video Clips Uploaded
- 5K+ Incremental Facebook Members
- 41K+ Streamed Shows on Video Player

Overview

AKQA is an independent, ideas-led advertising agency that exists to help its clients lead in the digital age. Clients are multinationals and come from a wide spread of sectors ranging from automotive, entertainment and FMCG to telecoms businesses and the COI. Brands include Nike, Sky, Orange, Xbox and Unilever.

Challenge

The launch of the new Marmite cereal bar called for AKQA to create a completely new, innovative and creative campaign. The Marmite cereal bar is the first savoury cereal bar in the world, expected to create a polemical discussion amongst consumers.

As Marmite already has a large brand presence online, with a Facebook fan-group of over 250,000 members, it was a logical step to exploit this social community for a consumer generated content campaign.

The unusual and surprising innovation of a savoury cereal bar tied in perfectly with the “love it or hate it” approach consumers have to the brand, allowing AKQA to stimulate

an online debate around the product, using videos taken at experiential sampling events in shopping centres and train stations around the UK, which captured consumer reactions to the new cereal bar.

Videos were created across the UK, generating a large amount of content to be added to the Facebook campaign fan site, and causing another challenge for AKQA. The agency needed to manage the sheer volume of the authentic video generated to fuel the debate.

“Kyte delivered the solution with a platform that simplified content management and drove consumer engagement.”

- Jon Freshwater, Account Manager at AKQA

Solution

AKQA decided to use Kyte's 360° online video platform with its native social functionality and unique ability to enable and moderate user generated content (UGC), making the management of the large amount of videos easy and straightforward.

Jon Freshwater, Senior Account Manager at AKQA said: "The two most important success factors for us were to be able to upload large amounts of content at the same time to keep up with the sampling activity content, as well as to drive discussion on Facebook. We wanted to make people feel like they were part of a Marmite-movement, and for that to work, there had to be a lot of videos and consumer interactivity. Kyte delivered the solution with a platform that simplified content management and drove consumer engagement". (continued. . .)

"...With Kyte's solution, it's possible to leverage a unified platform to efficiently manage large amounts of consumer content and deliver the consumer interaction that's so critical for success."

- Jon Freshwater, Account Manager at AKQA



The screenshot shows the KYTE CONSOLE interface for the 'marmite' account. The main area displays a table of video uploads:

Title	Producer	Status	Home Playlist	Date Added
Cats ears	CharlesWells	Pending	marmite (default pl...	06/08/2010 06:45 ...
Love - Brighton D1B1 - Judi...	marmite	Active		03/31/2010 07:34 AM
Love - Brighton D1B1 - Do...	marmite	Active		03/31/2010 07:34 AM
Love - Brighton D1B1 - Zoe ...	marmite	Active		03/31/2010 07:34 AM
Love - Brighton D2B1 - Loui...	marmite	Active		03/31/2010 07:34 AM
Love - Brighton D1B1 - Hug...	marmite	Active		03/31/2010 07:34 AM
Love - Brighton D2B1 - Gra...	marmite	Active	marmite (default play...	03/31/2010 07:34 AM
Love - Brighton D2B1 - Rich...	marmite	Active	marmite (default play...	03/31/2010 07:34 AM
Love - Brighton D2B1 - Lisa ...	marmite	Active	marmite (default play...	03/31/2010 07:34 AM
Love - Brighton D1B2 - Jessi...	marmite	Active		03/31/2010 07:34 AM

The detailed view on the right shows the video 'Cats ears' with the following metadata:

- Creation Date & Time: 06/08/2010 06:45 AM
- Producer: CharlesWells
- Produced Via: WEB
- Last Modified: 06/08/2010 06:45AM
- Length: 00:03:23
- Size: 7.73 MB
- Show Type: Video
- Status: Pending
- ID: 920026
- Reference ID: ---
- Show Views: ---
- Rating: ★★★★★
- Streaming Now: No
- Home Playlist: marmite (default playlist)

Marmite Cereal Bars Like

Wall Info Photos Discussions Videos

Marmite Cereal Bars + Others Marmite Cereal Bars Just Others

Marmite Cereal Bars Big thanks to everyone that joined in the Marmite cereal bar debate. We loved reading your comments and watching the reaction videos, there are certainly some conflicting views out there!

If you're interested in more Marmite news, then head over to the main Marmite page at www.facebook.com/marmite where there's regul... See More

Marmite Eat Marmite? You don't just want to eat it, you want to bathe in it, wallow in it like a hippo in mud, slather yourself from head to toe and wrap yourself in bread and butter... And you know what? That's fine. Just fine. Completely normal in fact... Products: 380,263 people like this.

April 30 at 1:25am · Share

19 people like this.

View all 33 comments

Marmite Cereal Bars The Marmite sampling booth will be visiting Brighton station tomorrow and Friday. Make sure you grab a bar for an unusual breakfast fix and join in the love/hate debate by casting your vote!

March 24 at 7:18am

24 people like this.

View all 58 comments

Marmite Cereal Bars The Marmite sampling booth is on the move again! It's located at Bristol Temple Meads train station today and tomorrow, so if you haven't yet tried a bar, make sure you head down to pick up your free sample. Keep checking the videos tab for those love/hate reactions.

March 22 at 7:09am

25 people like this.

View all 40 comments

Marmite Cereal Bars Don't forget to check out the love/hate reactions in the video tab this weekend or why not upload your own reaction and let us know what you think of the bars?

March 19 at 10:56am

20 people like this.

View all 38 comments

Marmite Cereal Bars Love Marmite and want to sample the new Marmite cereal bars...? The love/hate booth is in sunny Birmingham International station today and tomorrow, so make sure you head over to get your hands on a free bar! If you're in a daring mood, why not get your reaction recorded in the booth and let us know what you think?

March 15 at 8:17am

Suggest to Friends

Make you want to heave, or leave you begging for more? Find out by getting your mits on the latest edition to the Marmite family in Morrisons and Waitrose stores!

5,020 People Like This

James Poole Noel Wood Jodi Starling Kevin Haine Patricia Winters Wendy Patten

Photos

2 of 4 albums See All

Marmite cereal bar booth pictures Created about 4 months ago

It's a hoax...! Created about 4 months ago

Create an Ad

Tillamook® Cheese ×

I LOAF U

Tell your friends how much you loaf them! Send a cheesy Loaf Note and help Tillamook® Cheese support an East Bay food bank.

Like

Top 5 SF Restaurants ×

The Top 5 San Francisco Restaurants are here on Homerun in special one-day-only offers of 50-90% off. Reserve now!

Like

Custom Home Lots ×

Serrano custom lots in El Dorado Hills. Lowest prices in 10 years - 50% less - from \$153,500. Take a tour and get free lunch or golf.

Like

More Ads

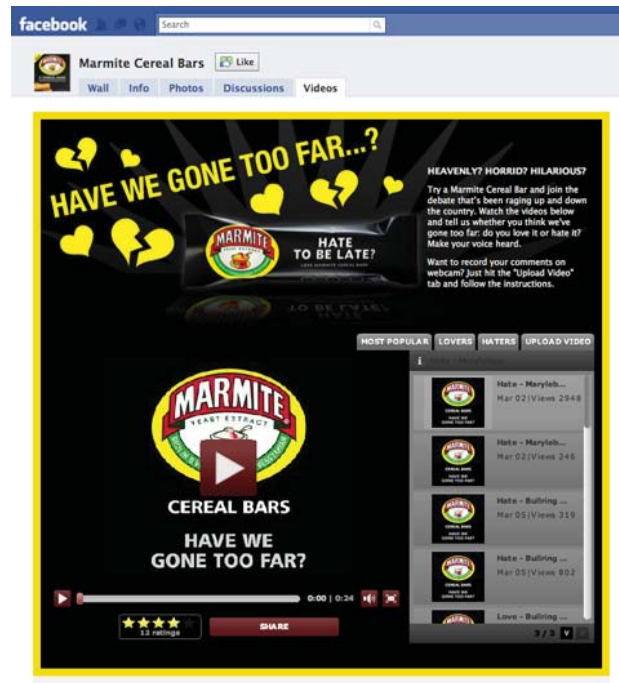
Marmite Cereal Bars Fan Page

Results

Since the launch of the innovative campaign in March 2010, the Marmite Cereal Bar Facebook group has already won 5,000 members, who either “love it or hate it”. Thousands of comments have been posted on the site, both about the videos and the cereal bar product. The use of the Kyte platform has further facilitated the interactivity that AKQA was aiming to stimulate through the campaign, by enabling members to vote for and see the most popular videos using Kyte’s rating functionality.



Marmite Cereal Bars Campaign Canvas Page



Marmite Cereal Bars Campaign Page

Since the start of the campaign, which went live at the beginning of March, up to 50 video clips have been uploaded simultaneously to the Facebook campaign page. In total, over 2,600 video clips have been posted to the site. According to Freshwater, platforms like Kyte are the future of digital marketing: He added: “For an agency such as AKQA using this volume of video content in an online campaign can be complex and time consuming. But with Kyte’s solution it’s possible to use a unified platform to efficiently manage large amounts of consumer content, and deliver the consumer interaction that’s so critical for success.”



He loved it!