

Freixenet ICE reaches 186,214 prospective customers with trnd campaign



About Freixenet

- <http://www.freixenet.co.uk>
- Quality Spanish wine producers
- Family owned business since 1911

Objectives

- Drive awareness of Freixenet ICE
- Educate on how to pour the perfect serve for summer
- Increase consideration for the product in stores

Approach

- Turn 1,000 potential customers into co-marketers of new product Freixenet ICE
- Motivate co-marketers to test and share the new ICE product with family and friends
- Drive co-marketers, their friends and family to shops to purchase Freixenet ICE to increase sales

Results

- 1,000 advocates reached 26,231 people directly
- Overall offline reach of 186,214 prospective customers
- 13,125 unique trials generated, about 4.4 unique trials per bottle
- 86% purchase intention among participants
- 96% of participants would recommend Freixenet ICE

Freixenet is a quality Spanish wine producer founded 1911 in Catalonia and based in centuries of wine-making heritage. Today, Freixenet is sold in over 100 countries and made at its winery at Sant Sadurni D'Anoia, north east Spain. The fifth generation of the La Freixeneda family runs the company, still passionate about making the best possible wines, and committed to helping their consumers make every occasion extra special.

Freixenet's exciting new product development in 2016 saw the introduction of Freixenet ICE, a new way to drink cava, over ice and mint. As cava is not traditionally enjoyed this way, Freixenet needed a strong activation campaign that would allow consumers to reappraise cava and drive awareness of the 'new way' to enjoy it – the 'perfect serve'.

Launching Freixenet ICE with a bang

To achieve this objective and grow their existing consumer base, Freixenet partnered with trnd to create a Collaborative Marketing campaign which encouraged trnd community members to become brand ambassadors (co-marketers) for Freixenet and introduce ICE to friends and family, driving trial and awareness of the new cava.

Consumer-powered marketing

The strategic approach flipped the traditional sales funnel – instead of starting with awareness, trnd began by identifying influential consumers, already interested in the category. The four-week campaign was hosted on a bespoke branded microsite within the trnd community platform, and involved two phases:



1. Application and Selection of participants

trnd worked with Freixenet to clearly define the target audience criteria. In addition to socio-demographic, lifestyle and word-of-mouth potential, Freixenet wanted to work with people who were open to trying new drinks and visiting new places. 4,643 community members applied and of the 1,000 chosen to become co-marketers 99% often drank sparkling wine, 83% tried new drinks and 100% visited new places on a regular basis.

2. Connection and Experience

To create a connection between brand and consumer, participants were welcomed to the Freixenet team by Natalie Griffiths, Brand Manager at Freixenet via the blog on the microsite. The initial welcome post drew 323 comments from the new participants, sharing their excitement at being involved.

trnd equipped the participants with three bottles of Freixenet ICE to share, a project handbook, an ICE booklet with info on how to pour the perfect serve and research sheets plus access to online info acts and background information about the brand. Everything they needed to discover, share and trigger conversations about Freixenet ICE.

Delivering credible recommendations

Over the course of the four weeks, trnd inspired and motivated the participants through 13 blog posts and 23 newsletters. The campaign blog garnered 1,412 comments during this time and more than 400 personal emails were answered by the trnd team.

Participants came away with a strong understanding of Freixenet ICE's benefits. When asked what they said to friends when sharing the product, participants highlighted refreshing, ice, cava, perfect and summer.

"A really lovely product - I'd definitely buy it as alternative to my usual Prosecco. Very smooth and could really taste the different fruits and flavours. It went down very easily!" – Project participant sewsundae

Across the campaign the 1,000 participants went on to become real advocates of Freixenet and worked alongside the brand to reach 26,231 people directly, meaning that each member shared Freixenet ICE with 26 people. These people in turn spoke to an additional six people each delivering a total offline reach of 186,214 prospective customers.

The campaign measurement of the direct contacts showed that:

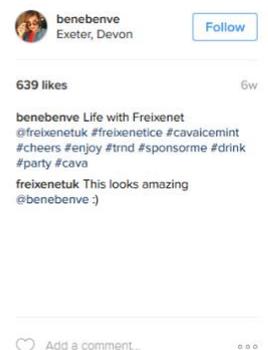
- The majority often drink sparkling wine
- Only 3% had heard of Freixenet ICE through advertising, 9% at point of sale and 6% through other channels before being introduced by the co-marketers
- Prior to the campaign, 74% hadn't tried Freixenet ICE before
- 86% tried the product and 14% only received materials
- Of those that tried the product, 71% stated they will purchase Freixenet ICE in the future and 66% will purchase of those that only received materials

From the 3,000 bottles distributed, 13,125 unique trials were generated, about 4.4 unique trials per bottle.

"Loved this project and loved sharing my ICE Cava with friends and family. They have been buying this since testing because it has such a good taste and it's really enjoyable. Would really advise to anyone to buy and try this drink!" – Project participant Domodavies

The majority of participants truly became brand advocates with 96% stating that they would recommend Freixenet ICE. In addition, 86% will definitely or probably buy the product in future.

In addition to offline engagement, the co-marketers shared their experiences online.



"As consumers in the UK are becoming more and more receptive to sparkling wine, we needed a strong activation campaign that would allow consumers to reappraise cava and try our new Freixenet ICE. By working with trnd in developing a word-of-mouth campaign, we were able to expand our existing consumer base and more importantly recruit brand advocates."

Liza Madrigal, Marketing Director, Freixenet

About trnd



trnd is Europe's leading company for Collaborative Marketing. We enable brands and companies to engage and collaborate with their consumers in direct dialogue, sparking meaningful relationships and long-term advocacy.

Our Collaborative Marketing campaign formats can be used to fit a range of objectives – be it to generate awareness via Word of Mouth, to increase online visibility with Social Content, to gather insights at scale via Real-Life Market Research or to develop the products and services of the future through Co-Creation.

trnd offers both the implementation of individual campaigns run on our own platform, and the strategic integration of Collaborative Marketing tools into existing CRM systems and communities.

Working as the technical foundation for all trnd campaigns is the SaaS (Software-as-a-Service) solution trndsphere™ Collaborative Marketing Suite. trndsphere™ is easily integrated into any marketing and software landscape, allowing brands to tap into Collaborative Marketing using their existing systems and customer base.

trnd was founded in 2005. Our headquarters are based in Munich, Germany. International subsidiaries are located in Paris, Barcelona, Amsterdam, Milan, Budapest, Prague and London.

trnd employs a total staff of more than 200, who up to this point have managed over 1,000 collaborative marketing campaigns in 18 European markets: UK, Ireland, Germany, Austria, Switzerland, Spain, Portugal, France, Sweden, Finland, Belgium, Italy, Greece, the Netherlands, Hungary, the Czech Republic, Poland and Slovakia.

<http://www.trnd.com/company>