

B2B Marketing AWARDS 2012
FINALIST

gyro:

Category number: 7
Category name: Best use of social media
Name of compaign or initiative name: "Luv the Nug"
Agency: gyro Cincinnati
Brand or client: Scotsman Ice
Word count: 574

Summary (200 words or less) In world of commoditized and lower priced products, Scotsman Ice Systems needed a way to sell more ice machines. And gyro had the answer. The consumer buzz about chewable, nugget ice is extreme in the social media venues. gyro rallied and aggregated nugget ice fans in the social media realm around a single message and single destination of adoration for Nugget Ice, sponsored by Scotsman: the Original Chewable Ice. By packaging up this consumer demand for nugget ice, Scotsman fed their sales and distribution channels with analytics that supported the premise; "when you sell Scotsman Nugget Ice, you actually drive demand and return visits to your restaurants.: And so by creating a place for consumers to celebrate nugget ice we helped increase Scotsman ice machine sales by double digits.

About the client company: As one of the world's largest manufacturers of ice systems, with more than 300 models of ice machines, storage bins, and ice and water dispensers, Scotsman is dedicated to developing today's most innovative ice solutions. In 2012 Scotsman earned the ENERGY STAR Partner of the Year Award and, in 2011, Scotsman was the recipient of the ENERGY STAR® Award for Excellence in Energy-Efficient Product Design. Offering more than 65 ENERGY STAR-qualified models, Scotsman Prodigy® technology reduces energy and water consumption, making a difference for the environment and the bottom line.

Objectives of the campaign: The campaign's objective was to increase interest and ultimately sales for Scotsman's patented nugget ice machines. The ultimate purchasers of Scotsman Ice Systems are foodservice consultants, equipment distributors and dealers, and end-user restaurants and institutional kitchens.

Strategy: After six months of social media monitoring, gyro identified that Scotsman Ice Machines—specifically its nugget ice (also known as Sonic ice)—had a passionate following, specifically:

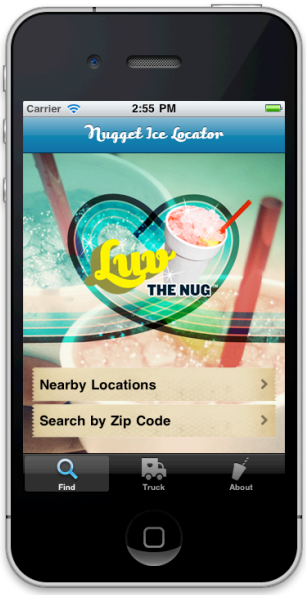
- 1,600 tweets mentioning "Sonic Ice"
- 105 Facebook pages and 370 Facebook groups devoted to Sonic Ice
- 310,500 people self-identified on Facebook liking chewable ice pages
- A forum, IceChewing.com, with 1,805 posts, 539 topics and 3,731 members

Using this information, we wanted to leverage the consumer passion for nugget ice by uniting ice chewers everywhere around one idea: "Ice Chewers Unite!" We integrated this passion with offline interaction to leverage consumer energy and demonstrate preference as a compelling sales tool to drive B2B sales and build positive brand perception.



'Luv the Nug' Poster

Target Audience: Dual strategy to reach consumer nugget ice fans and key industry audiences like distributors, dealers, restaurants and convenience stores.



'Luv the Nug' iPhone Application

Media, channels, or techniques used: The Luv the Nug digital community (www.luvthenug.com) gives passionate ice-chewers shareable tools to show their love and demand for nugget ice – petitions, swag, nugget ice recipes and a Nug locator mobile app.

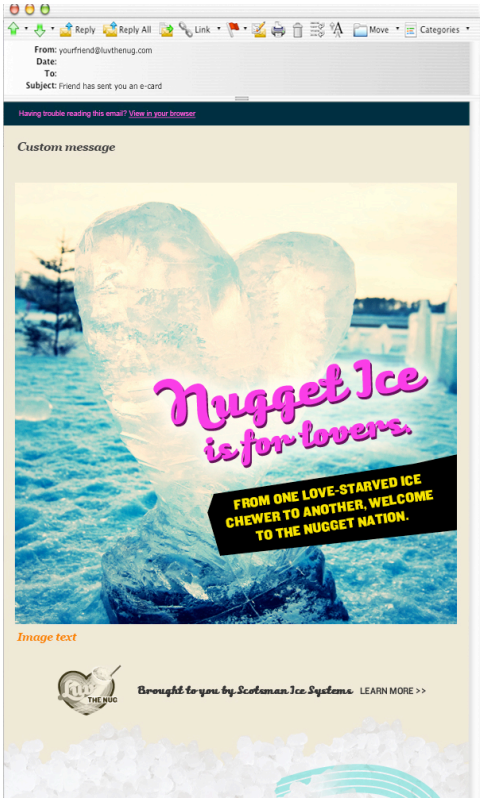
In-person efforts include a Nug Truck, a mobile food truck, traveling the country. In 2011, it hosted more than 40 consumer events at restaurants, convenience stores and locations such as baseball stadiums across the U.S., treating hundreds of people to beverages with nugget ice. Events were promoted through local media outlets and social media.

Additional digital campaign elements included Facebook, where fans could take a quiz to identify why they chew ice, connect with other nugget ice chewers and stay up to date with the Nug Truck. The @LuvtheNug Twitter feed engages the audience engaged with questions, Nug Truck events and other updates. The iPhone app helps members find venues with nugget ice or request it in places they frequent.

A recipe sweepstakes and a Nug Moments contest (called "Live Life with Lid Off"), awarded winners their own nugget ice machines.

The campaign was supported by online and print advertising generated excitement with key industry audiences like distributors, dealers, restaurants and convenience stores.

Extensive outreach to trade media, national media and bloggers resulted in significant coverage, while Nug Truck events generated local coverage.

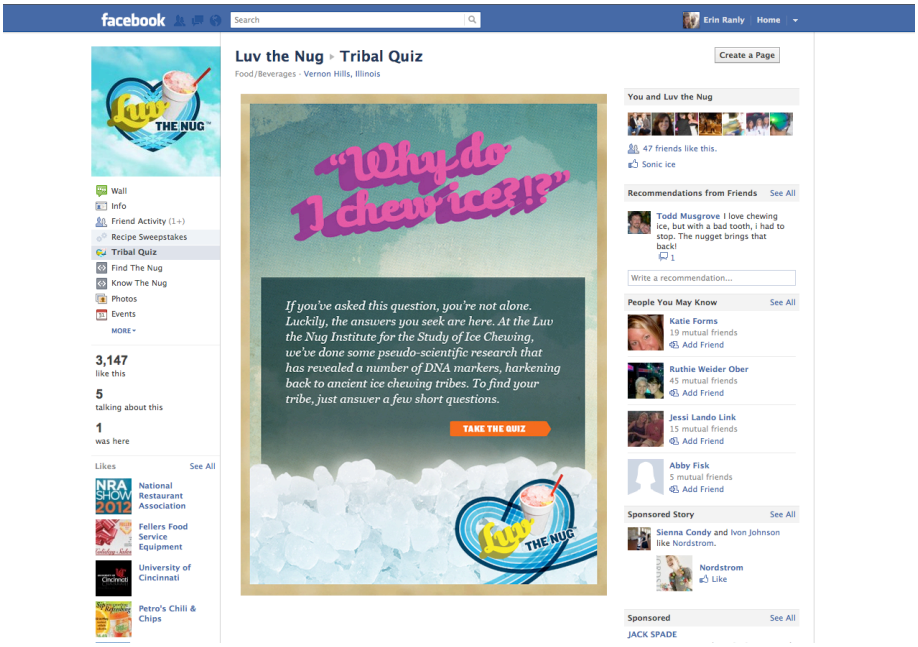


'Luv the Nug' E-card

Timescales of the campaign: February 2011- Present

Budgets: These details were provided to judges in the original submission but are commercially sensitive and therefore confidential

Results: These details were provided to judges in the original submission but are commercially sensitive and therefore confidential



'Luv the Nug' Facebook Page

Client Testimonial: "The 'Luv the Nug' campaign resulted in double-digit yearly sales gains for Scotsman nugget ice machines as well as new convenience store chain business accounts since the campaign's launch," stated Terry Toth, marketing communications manager, Scotsman Ice Systems.