Category number and name:
**18: Best B2B Band Initiative**

Programme/initiative name:
**'Heart Thumping Opportunity' – RB Brand Awareness Campaign**

Agency:
**The Workroom**

Brand or client:
**Reckitt Benckiser**

# 'Heart Thumping Opportunity'

## – RB (Reckitt Benckiser) Brand Awareness Campaign

**B2B Marketing Awards 2012 entry**
**Best B2B Brand Initiative**

Reckitt Benckiser

WORKROOM

B2B Marketing AWARDS 2012 FINALIST

# Executive Summary

While its Powerbrands like Dettol and Durex are household names, Reckitt Benckiser's corporate brand is barely known. But future growth depends on getting enough of the right type of high flyers to join the company's ranks. 2011 saw the launch of an year long integrated campaign to raise brand awareness and engender career consideration amongst students, graduates and people early on in their business careers.

**It's been a resounding success – here's a taster of just some of the results:**

- **98% upsurge** in visits to the jobs board page
- **42% rise** in using the careers contact form
- **60% growth** in overall visits to RB's website **– 8% more than target**
- **88% upsurge** in views of Our Brands web page
- **Major increase** in visits to RB.com by people from countries targeted in the campaign
- Facebook 'likes' **rise by 410%**
- Twitter followers **grow by 71%**
- Games UrbANTHRILL and crazieRBrands reach **top 10** of Global and European viral charts
- Global trade press mentions of RB **increased by 36%** one-year post campaign launch






































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# Background / Objectives









View campaign video www.workroom.co.uk/Our-work/RB-Brand-Awareness-Campaign

## About Reckitt Benckiser (RB)

RB is a world leader in household, health and personal care products. It's a FTSE top 25 company, and since 2000 net revenues have doubled and the market cap has quadrupled. Today RB is the global No.1 or No.2 in the majority of its fast-growing categories, driven by an exceptional rate of innovation.

RB has a strong portfolio led by 19 global Powerbrands which account for 69% of net revenue: Finish, Lysol, Dettol, Vanish, Woolite, Durex, Calgon, AirWick, Harpic, Bang, Mortein, Veet, Nurofen, Clearasil, Strepsils, Gaviscon, Mucinex, Scholl and French's Mustard.

Headquartered in the UK, the company employs around 27,000 people worldwide, with operations in over 60 countries and sales in almost 200 countries.

## Issues and broader business objectives

While its Powerbrands are household names, the corporate brand itself is barely known. But RB's future growth depends on getting enough of the right type of **high flyers to join its ranks** – people with attitude, drive and entrepreneurial spirit. How could RB raise brand awareness and engender career consideration amongst students, graduates and people early on in their business careers?

## Campaign objectives

Our challenge was to create a dynamic, engaging, and relevant year long integrated campaign that stood out from the crowd, across **9 target countries** (Brazil, UK, India, Italy, USA, Australia, Germany, Russia, France). This campaign wasn't about selling more products; it was about selling RB to people planning a career in FMCG.

## Target audience

**18-32 year old students**, graduates and young professionals – people already working in or considering a career in FMCG.

# Media and techniques used










## Campaign Strategy

Everything that was said and done had to deliver on the overall strategic message that RB offers 'heart-thumping opportunity'. We decided to play on RB's best known assets – its famous household Powerbrands. We used the weight of these brands' equity to attract attention. Familiar Powerbrands were turned into cheeky, attention-grabbing headlines with career-related twists. Eg Dettol 'Kills 99.9% of dull jobs', while people are urged to 'Go for the thrill' with Durex.

**This was communicated through a variety of channels including:**

On-campus events and marketing materials that drove people to RB's website and Facebook page

Two viral games UrbAN THRILL and crazieRBrands with accompanied seeding

RB's corporate website, especially the Home Page (www.rb.com) and the Careers Section (www.rb.com/careers)

RB's Facebook page: www.facebook.com /ReckittBenckiser

RB also used Twitter, LinkedIn, its blog and press relations to communicate campaign activity to the core audience.


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# Media and techniques used










## Events and activities

The objective for the on-campus events and activities was to create a fun, buzzing hub on-campus to make students aware of RB and the career opportunities it offers.

On-campus communications included posters, leaflets, giveaways and banners. Event day activities (for pre-exam 'de-stress') included Lucky Dip prize draws, massages and a fishy foot spa – free to students who 'Liked' RB's Facebook page and engaged in conversation about RB's offer.

Posters were placed in busy high footfall areas such as student unions, cafes and bars, while 'toilet takeovers' gave cheeky opportunities, such as positioning Durex 'Go for the thrill' posters next to Durex vending machines. To create continuity, posters also appeared online at all the relevant touchpoints for career seekers – RB's homepage, careers website and Facebook hub, as well as being visually integrated into the 9 global landscapes of social game UrbAN THRILL.

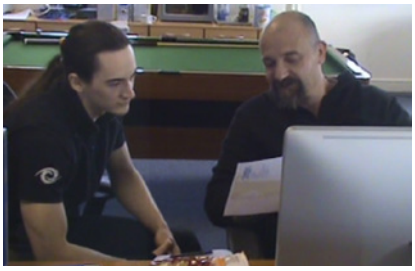


# Media and techniques used



## UrbAN THRILL

Two innovative social games were created and seeded to support the campaign to gain global reach. UrbAN THRILL (http://www.urbanthrill.com/) is a fast and furious online viral 'free-running' game that perfectly captures the excitement of a career with RB. Free running experts were used as official 'movement' consultants to make the game super authentic.








Australia



Brazil



France



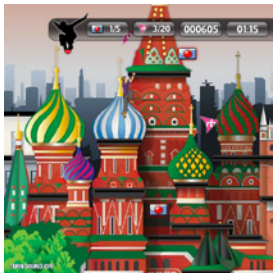
Germany



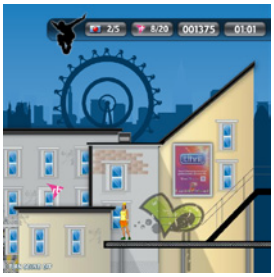
India



Italy



Russia



UK



USA



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# Media and techniques used




## crazieRBrands

crazieRBrands (http://www.crazierbrands.com/) is a suite of eight fast and fun online and mobile mini-games that plays on the properties of RB's key global brands (eg in Cut the Mustard, players fire French's Mustard at savoury foods flung out by a frantic chef, whilst avoiding the sweet foods). Sharing mechanisms are built into the crazierBRands games to encourage people to challenge their colleagues and friends to beat their high scores. Players had the opportunity to win an exciting and unforgettable trip for two, worth nearly $13,000, to one of eight amazing destinations worldwide.



Cut the Mustard (French's Mustard)



Splat Attack (Vanish)



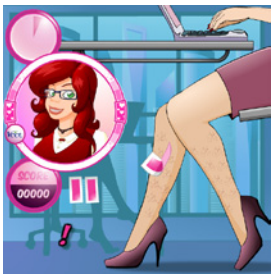
It's a Gas (Air Wick)



Kitchen Chaos (Dettol)



Face Invaders (Clearasil)



Smooth Operator (Veet)



Hit the Spot (Durex)



Down the Pan (Harpic)



# Timescales / Budget













## Timescales

**1 year: March 2011 – March 2012**

**Wave 1: Initial Brand Awareness**
March – April 2011

- University campus posters, flyers and small give-aways (messages drive to Facebook page and RB.com)

**Wave 2: Further brand building**
April – September 2011

- University campus posters and flyers continue (messages drive to Facebook page and RB.com)
- On-campus events begin (trialled at Nottingham University in the UK and then Italy, Australia, Russia)
- UrbAN THRILL launches and ongoing seeding starts

**Wave 3: Sustained brand presence**
October – March 2012

- University campus activities continue in 8 territories, including online competitions, magazine ads, posters, flyers and small give-aways (messages drive to Facebook page and RB.com)
- crazieRBrands launches and ongoing seeding starts
- Experience of a Lifetime competition

## Budget

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


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# Results: RB.com

**Major growth in visits to RB.com** by people from countries targeted in the campaign as per the chart below – interest in RB has risen and the communications to drive people to the site worked.

| Targeted country | % Increase in visits to country microsite |
|---|---|
| France | 373% |
| USA | 84% |
| Brazil | 84% |
| Russia | 83% |
| UK | 69% |
| Italy | 46% |
| India | 37% |
| Germany | 17% |
| Australia | 15% |

## RB.com shows hugely significant traffic increases

With all activities directing people back to RB's website, the site saw year on year increases in traffic post-campaign as follows (all measures based on GoogleAnalytics comparing 1 Mar 2010 – 28 Feb 2011 to 1 Mar 2011 – 29 Feb 2012):

## 60% growth in overall visits

Not only this, but RB's objective was to reach 4million visits by the end of the campaign and it achieved 4,329,161 visits – **8% more than target.**

## 49% growth in unique visits to the site

## 98% upsurge in visits to the jobs board page

(www.rb.com/site/RKBR/Templates/RBCareers_Apply.html) This Taleo jobs system is aimed more at early careerists, showing that the campaign has driven that target group to consider RB.

## 42% rise in using the careers contact form

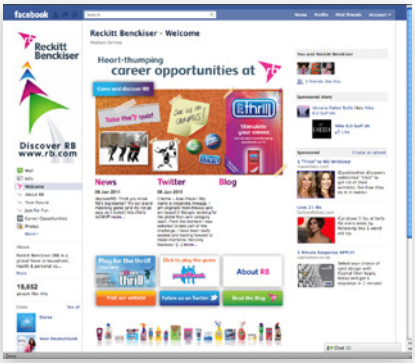
(www.rb.com/apply) – an extremely important measure in terms of raising awareness amongst potential students and graduates, meaning that interest in RB has risen amongst these target groups.

## 88% upsurge in views of Our Brands page

(www.rb.com/Our-brands)

## Average user spent 15 minutes on RB.com

# Results: Social media & games




## Facebook 'likes' increase by 410%

RB had 10,527 Facebook 'likes' in February 2011, the month before the campaign launched. By February 2012, one year post-launch, this increased to 53,704 – a massive 410% growth.

## Twitter followers grow by 71%

RB had 2,910 followers on Twitter in February 2011, the month before the campaign launched. By February 2012, one year post-launch, this increased to 4,975 – a 71% growth.

## UrbAN THRILL and crazieRBrands reach top 10 of Global and European viral charts

By 8 April 2012, both games had reached the top 10 of the Global and European viral charts. See chart below for all regional and target country specific rankings from viralchart.com, which measures the world's most successful flash Advergames based on traffic and interaction information collected by game tracking system MemeCounter.com.

## UrbAN THRILL plays reach 1,635,807

One year post-launch, plays on UrbAN THRILL reaches 1,635,807.

## crazieRBrands online plays reach 269,413

Six months post-launch, plays on crazieRBrands reaches 269,413

## crazieRBrands mobile downloads reach 5,328

Five months post-launch, 5,328 people have downloaded the mobile app.

| Viralchart.com ranking 8 Apr 2012 | UrbAN THRILL ranking | crazieRBrands ranking |
|---|---|---|
| Europe | 5 | 6 |
| Global | 6 | 9 |
| Russia | 5 | 7 |
| UK | 6 | 7 |
| France | 5 | 14 |
| Germany | 8 | 9 |
| Brazil | 8 | 13 |
| Italy | 9 | 13 |
| India | 11 | 9 |
| USA | 10 | 15 |
| Australia | 11 | 15 |

# Results: University campus events









The university campus events were specially designed 'de-stress' events to create standout around exam periods.

Overall, 4,000 posters, 35,000 flyers and 18,500 giveaways were distributed at 28 universities in 9 countries in the first two waves of on-campus activities.

**At the Nottingham University pilot event on 12 – 13 May 2011:**

- Approximately 2,500 students came into direct contact with RB over the two-day event, based on the numbers of giveaways. Countless others were exposed to RB through word of mouth, the poster campaign and Facebook over the course of a week.
- Nearly 1,000 Facebook 'Likes' were gained during the trial event.

**"RB's on campus 2-day event was amazingly well attended for this pre-exam period. They created a real buzz around The Portland Building and even more students pitched up on Day 2 because of the message being spread by Facebook – a clever strategy!"**

**Gary Cully**
Events & Advertising Manager,
Nottingham University


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# Results: TNS research

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

















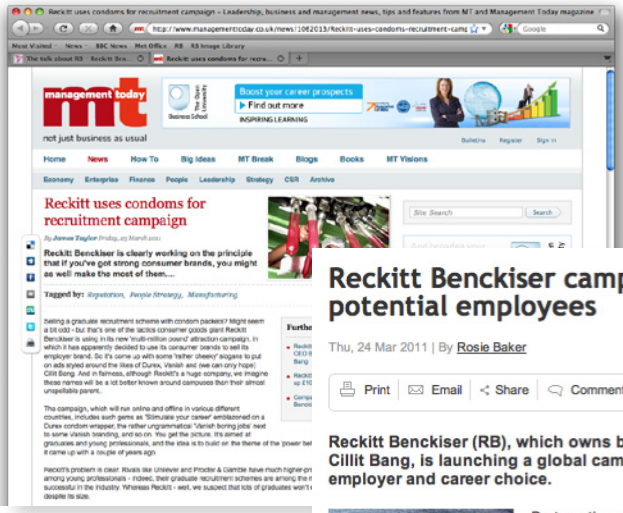




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# Results: Trade press

Global trade press mentions of RB **increased by 36%** one year post campaign launch (20,881 mentions from March 2010 – February 2011 versus 28,481 mentions from March 2011 – end Febuary 2012).


management today

not just business as usual

Reckitt uses condoms for recruitment campaign

Reckitt Benckiser is clearly working on the principle that if you've got strong consumer brands, you might as well make the most of them...


Reckitt Benckiser campaign to target potential employees

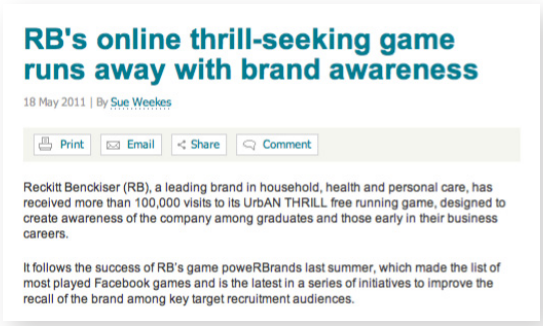
Thu, 24 Mar 2011 | By Rosie Baker

Print | Email | Share | Comment | Like

**Reckitt Benckiser (RB), which owns brands including Durex a Cillit Bang, is launching a global campaign to raise its profile employer and career choice.**

By targeting graduates and people early in careers RB hopes to attract "the right type high flyers with attitude and entrepreneurial to drive the future growth of the business.

RB says the campaign is not aimed at sell more products but to sell the company and career in FMCG.

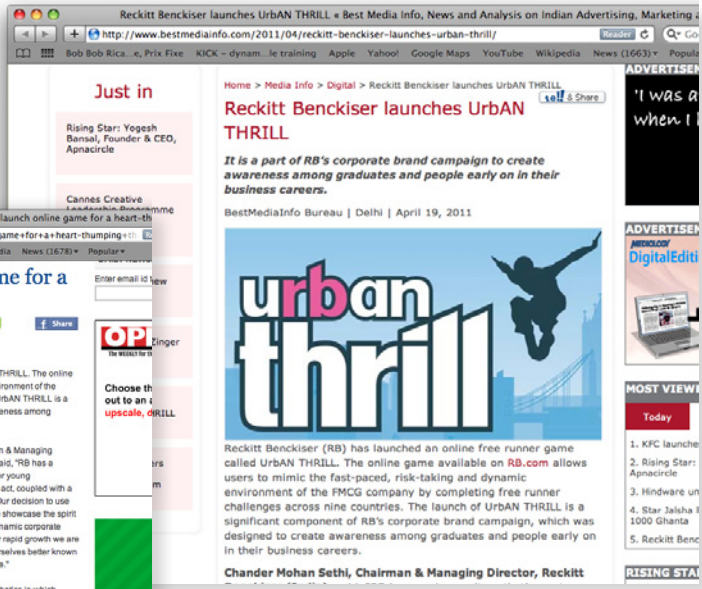

RB's online thrill-seeking game runs away with brand awareness

18 May 2011 | By Sue Weekes

Print | Email | Share | Comment

Reckitt Benckiser (RB), a leading brand in household, health and personal care, has received more than 100,000 visits to its UrbAN THRILL free running game, designed to create awareness of the company among graduates and those early in their business careers.

It follows the success of RB's game poweRBrands last summer, which made the list of most played Facebook games and is the latest in a series of initiatives to improve the recall of the brand among key target recruitment audiences.


Reckitt Benckiser launches UrbAN THRILL « Best Media Info, News and Analysis on Indian Advertising, Marketing

Just in

Rising Star: Yogesh Bansal, Founder & CEO, Apnacircle

Home > Media Info > Digital > Reckitt Benckiser launches UrbAN THRILL

Reckitt Benckiser launches UrbAN THRILL

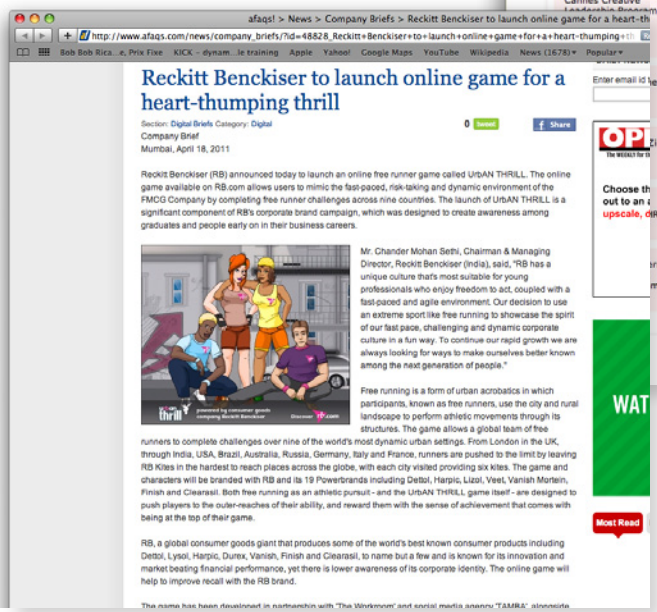
*It is a part of RB's corporate brand campaign to create awareness among graduates and people early on in their business careers.*

BestMediaInfo Bureau | Delhi | April 19, 2011

urban thrill

Reckitt Benckiser (RB) has launched an online free runner game called UrbAN THRILL. The online game available on RB.com allows users to mimic the fast-paced, risk-taking and dynamic environment of the FMCG company by completing free runner challenges across nine countries. The launch of UrbAN THRILL is a significant component of RB's corporate brand campaign, which was designed to create awareness among graduates and people early on in their business careers.

**Chander Mohan Sethi, Chairman & Managing Director, Reckitt**


Reckitt Benckiser to launch online game for a heart-thumping thrill

Company Brief

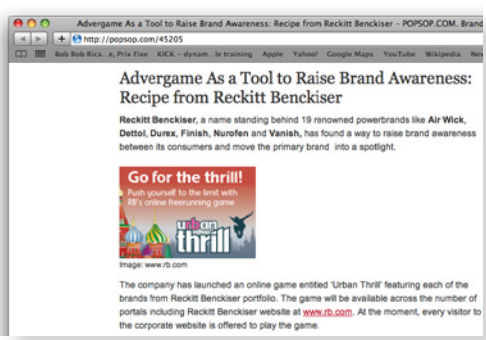
Mumbai, April 18, 2011

Reckitt Benckiser (RB) announced today to launch an online free runner game called UrbAN THRILL. The online game available on RB.com allows users to mimic the fast-paced, risk-taking and dynamic environment of the FMCG Company by completing free runner challenges across nine countries. The launch of UrbAN THRILL is a significant component of RB's corporate brand campaign, which was designed to create awareness among graduates and people early on in their business careers.

Mr. Chander Mohan Sethi, Chairman & Managing Director, Reckitt Benckiser (India), said, "RB has a unique culture that's most suitable for young professionals who enjoy freedom to act, coupled with a fast-paced and agile environment. Our decision to use an extreme sport like free running to showcase the spirit of our fast pace, challenging and dynamic corporate culture in a fun way. To continue our rapid growth we are always looking for ways to make ourselves better known among the next generation of people."

Free running is a form of urban acrobatics in which participants, known as free runners, use the city and rural landscape to perform athletic movements through its structures. The game allows a global team of free runners to complete challenges over nine of the world's most dynamic urban settings. From London in the UK, through India, USA, Brazil, Australia, Russia, Germany, Italy and France, runners are pushed to the limit by leaving RB Kites in the hardest to reach places across the globe, with each city visited providing six kites. The game and characters will be branded with RB and its 19 Powerbrands including Dettol, Harpic, Lizol, Veet, Vanish Mortein, Finish and Clearasil. Both free running as an athletic pursuit - and the UrbAN THRILL game itself - are designed to push players to the outer-reaches of their ability, and reward them with the sense of achievement that comes with being at the top of their game.

RB, a global consumer goods giant that produces some of the world's best known consumer products including Dettol, Lysol, Harpic, Durex, Vanish, Finish and Clearasil, to name but a few and is known for its innovation and market beating financial performance, yet there is lower awareness of its corporate identity. The online game will help to improve recall with the RB brand.


Advergame As a Tool to Raise Brand Awareness: Recipe from Reckitt Benckiser

**Reckitt Benckiser**, a name standing behind 19 renowned powerbrands like **Air Wick, Dettol, Durex, Finish, Nurofen** and **Vanish,** has found a way to raise brand awareness between its consumers and move the primary brand into a spotlight.

Go for the thrill!

The company has launched an online game entitled 'Urban Thrill' featuring each of the brands from Reckitt Benckiser portfolio. The game will be available across the number of portals including Reckitt Benckiser website at www.rb.com. At the moment, every visitor to the corporate website is offered to play the game.



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# Client testimonial

**"We offer a heart-thumping career for those who fit the culture. RB believes that this innovative multi-channel campaign puts us top of mind with those people."**

**Andraea Dawson-Shepherd,**
SVP Global Corporate Communication
& Affairs, Reckitt Benckiser

# List of supporting material supplied

1x Presentation board of integrated graphics and writing for design
1x Presentation board showing range of poster campaign

# Word count: 1,326