

# Case study: Unilever

Helping to drive sales and deliver customer insight for FMCG brands using mobile media



## Client

Unilever is one of the world's leading suppliers of fast-moving consumer goods (FMCG) across foods, home and personal product categories. Its portfolio includes some of the world's best known and most loved brands. Unilever is present in around 100 countries around the world and employs 223,000 people. With annual sales of nearly £2.5 billion, the UK is the second largest market in Unilever's portfolio after the US. Over half of Unilever's worldwide sales are generated by food brands.

Launched in Britain in 1979, the Pot Noodle brand is the 23rd largest food brand in the UK with a 95% share in the £105 million hot snack market.



## Challenge

Unilever's objective was to see if a mobile marketing campaign could be used to generate customer information and increase sales of Pot Noodle. Delivering the prize via the mobile phone makes the promotional fulfilment easier and more cost effective, and provides the opportunity to collect customer data. It was also felt that use of the mobile phone rather than more conventional channels would prove more appealing to Pot Noodle customers.

## Solution

Unilever opted to work in partnership with mobile marketing services provider Flytxt for the delivery of the solution, and with Experian for the provision of customer insight.

Flytxt deployed its Mobile2Mail service. This allows consumers to request catalogues, brochures,

forms or product samples using the mobile phone. Unilever gave its Pot Noodle customers the option to win a Pot Noodle Horn by confirming a unique winning number from an insert included in each pack of Pot Noodles. Over a million unique winning numbers were distributed. Customers were encouraged to text in their unique code, followed by their name, house number and postcode. With this information Flytxt automatically matched the respondent's address against the Electoral Roll and Post Office database to generate a complete address for each customer to confirm.

The address information was then enriched and profiled using a variety of demographic and lifestyle information from Experian's consumer databases. These included Experian's Mosaic UK consumer classification, as well as more general characteristics such

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**“We’ve got plenty of useful data and all from an inbound text. We’re really pleased with the work carried out on the Pot Noodle database, particularly because it’s an analysis of a group of people who we know for certain have bought and interacted with our brand rather than a general cross section of the population. The findings have helped us in two ways. It confirmed what we already understood about our target audience, which is in itself a useful exercise. Secondly and most importantly certain results provide us with new and exciting data that we intend to use when forming future direct marketing campaigns.”**

**Rachel Broad**  
Brand Manager  
Pot Noodle, Unilever

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as age and family unit, lifestyles and media preferences. The geographical area from which the response originated was also logged and analysed so that the level of response for different parts of the country could be identified.

#### **Results**

The results of the campaign exceeded Unilever’s expectations. At its height (in association with TV coverage) during a four week period from the end of June to the beginning of July 2005 the campaign was generating 3,000 responses a day. The net result was a database of over 190,000 clean and validated customer addresses.

The analysis of responses using Experian’s demographic and lifestyle information revealed that Unilever had been successful in reaching its target audience, but also illustrated the differences in response in towns and cities across the country and in relation to specific supermarket outlets. The intelligence gained from the exercise added significantly to the value of the campaign and has since been used to inform decisions for subsequent campaigns affecting geographic targeting, media selection and ongoing CRM.

Pamir Gelenbe, co-founder and Director of Corporate Business Development, Flytxt commented: “This is a big step for mobile and the retail sector. It’s the first time we’ve done this kind of market analysis and profiling. Mobile is now so much more than a convenient quick interaction with a consumer but is becoming a strategic consideration for any self respecting consumer brand. “

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