

Klondike

Klondike engaged consumers in the "What Would You Do for a Klondike Bar?" video contest to refresh consumer connection with the well-known Unilever Klondike brand. Consumers were asked to create and submit their own video showing what they would do for a Klondike Bar. To support and drive entries for the video contest, Klondike built an integrated viral strategy utilizing new social media tools.

Klondike leveraged the celebrity power and comedic talent of Andy Samberg and The Lonely Island crew to generate both traditional and non-traditional media buzz. The digital film group created four viral videos to inspire consumers to get in on the action and launch the viral campaign. It also generated an authentic approach to spreading the word about the contest. Instead of circulating an advertisement, the viral video was an outlet consumers wanted to view and pass along to their friends because it was both humorous and included a celebrity.

Viral tactics drove the campaign, but was also supported by traditional media relations. The two tactics combined created significant results that increased exposure of the contest and brand identification. Viral tactics included:

- * Twitter Campaign
- * Facebook Fan Page
- * Podcasting viral videos
- * Social bookmarking
- * Blogger outreach
- * Video sharing

Klondike also created an advertising campaign related to the video contest. A thirty-second advertisement ran that looked similar to a home-made video promoting the contest. The product was also featured in a live ad segment on "The Tonight Show" with Jay Leno and placed in, "My Name is Earl."

Though the campaign, Klondike was able to breathe new life into the "What would you do for a Klondike Bar?" concept by engaging consumers through a viral channel. The contest generated strong new media and traditional coverage ultimately improving brand awareness amongst consumers.

Client: Klondike

Agency: GolinHarris

Date of Campaign: May 2008 – Present