

Unilever Gets Plenty of Bang for NASCAR Buck

Challenge: Unilever's Ultimate Chargers marketing platform consists of a line-up of popular NASCAR drivers who show consumers how to drive home solutions by utilizing Unilever products. To demonstrate the success of the Ultimate Chargers program, Unilever needed to increase sales volume by connecting with NASCAR consumers.



Solution: The Unilever activation consists of a large-scale interactive experience, mobile marketing, costume characters and sampling programs. The 100x50 interactive experience incorporates up to nine given brands at any one time with sampling or a custom designed interactive experience. For example, Klondike invited consumers to tell the world exactly what they'd do for a Klondike bar via green screen technology. Consumers can download their video from the comfort of their own home and forward it on to their friends. Unilever products are sampled in ways consumers might not immediately associate that product with – like chocolate cake made with Hellmann's mayonnaise. Believe our waistlines; it's delicious!



The mobile marketing and sampling programs are active at the point of purchase – storefront. Unilever identifies key retailers and markets and utilizes their equipment to pull-through product.

SSG/Brandintense operates these programs in conjunction with one of our many long-term agency partners, Bulldawg Marketing.

Results: According to Nancy Davis, with Unilever, "any time we do a program, we want to make sure we get a return on our investment. Years ago, you were looking for 2:1. With this program, we're up to 4:1 and even 5:1. ...It can never go down," Davis said with a chuckle. "That's the benchmark we have to keep to. As long as we're moving that incremental volume, we'll be in support."

