

AKQA

**CASE STUDY:
UNILEVER – THE FLORA FAMILY
MARATHON.**

Brief.

- FLORA's key property: Sponsorship of the London Marathon.
- Two issues:
 - Marathon only front-of-mind for 1 week of the year.
 - Very few in FLORA's target audience (35+ mums) interested in running a full marathon.
- “How can we use the Marathon property to build FLORA's position at the heart of the healthy family?”

Strategy.

- An AKQA Big Idea: The FLORA Family Marathon:
 - A major nationwide event.
 - Run the marathon distance of 26.2 miles – but as a team, and over 5 weeks.
 - Sign up celebrities to promote the event and raise profile.

Mechanic.

- A four-month programme of branded communications:
 - From New Year's Day...
 - ...to FLORA London Marathon Sunday.

Phase One.

- Register:
 - Choose a Family Leader and team name.
 - Set each family member's fitness levels.
 - Choose a Celebrity mentor for each family member and choose SMS or email for messages.
 - Receive your welcome pack (baseball caps and pedometer).

THE FLORA FAMILY MARATHON. EVERYONE CAN DO THEIR BIT.



Sign up

[Family Leader's details](#)[The runners](#)[Pick Celebrity Families](#)[Family contact details](#)[Payment](#)[Confirmation](#)

Pick a Celebrity Family

If you're going to run, why not pick a Celebrity Family to run with? The Celebrity Family will help keep you and your family motivated with regular updates on their progress throughout training and the marathon.

Anne Smith, as the Family Leader you can decide if you want to receive celebrity emails and text messages. **There is no extra charge for receiving these.** You can also choose to receive messages on behalf of other family members, if for example, they don't have email accounts, or you'd just prefer they didn't receive messages directly. To enable this just choose 'via Family Leader' in the drop down below.



	Celebrity Family	Message Preference
1 Anne	* Lorraine Kelly	* Email only
2 John	* Sir Steve Redgrave	* Email only
3 Sam	* Gordon Ramsay	* Email and SMS
4 Sarah	* Blazin' Squad	* Email and SMS
5 Joe	* Blazin' Squad	* Email via Family Leader

Phase Two.

- Train:
 - Use the web site to set the split of miles.
 - Get hints and tips from a fitness expert.
 - Download a personalised training plan.
 - Start receiving training emails/ SMS from your Celebrity mentor.

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Set your miles

How to set your miles

So how far do you think you can run? This is where you divide the 25.2 miles between each family member and set your goals.

Why not all sit together and use the sliders here to decide how far each of you have to run? Each member is colour coded so you can see who's who easily.

Make sure you set your miles before 7 March. If not, we'll automatically divide the 25.2 miles between all family members.

Set your miles

The slider interface shows a horizontal bar divided into five segments: yellow, orange, orange, green, and green. Four sliders are positioned above the bar, corresponding to the first four segments.

● John: 5.2 miles	● Jane: 5 miles
● Joe: 5 miles	● Anne: 5 miles
● Sue: 5 miles	

[Reset](#) [Save settings](#)

It's easy to set your miles

How to get started

All you have to do is use the sliding bars to set the distance in miles for each member of your family team. Everyone is colour coded so you can see who's who easily.

By the way

When you've allocated all of the 25.2 miles, just click 'save'. And remember, you can change these miles as often as you like up until 7th March.

What happens if something goes wrong?

Your homepage
About the marathon
Be healthy and active
Get training
Set your miles

Tell a friend
Feedback
Change your details
Logout

Phase Three.

- Run:
 - Use your pedometer and get out there and run.
 - Track your progress towards 26.2 miles on the web site.
 - Receive motivational emails/ SMS from Celebrity mentor.

THE FLORA FAMILY MARATHON. EVERYONE CAN DO THEIR BIT.



- Your homepage
- About the marathon
- Be healthy and active
- Latest marathon news
- Training plans
- Track your miles**
- Celebrity Family Diaries
- Runner's advice

-
- Tell a friend
- Feedback
- Change your details
- Log out
-

Track your miles

How far have you run?

Every time you clock up some miles with your FLORA Family Marathon pedometer, make sure you enter the distance here and make it official.

That way you can see how many of the first 25.2 miles your family have completed and how far you have to go. You must complete this before 10 April.

Because you run the final mile of the 26.2 marathon total together on 17 April, you'll be able to track that mile separately after that day.

Family progress

Your total family miles

18.0

0.0

18.0

25.2

● Tony	Miles run: 9.0	Miles to go: 3.6
● Jacqui	Miles run: 9.0	Miles to go: 3.6

Tracking your miles is easy...

1. Go running

Take your pedometer and get running.

2. Enter your distance

Log in and enter the distance you've just run in the box under your name.

3. Add your miles

Hit the 'add my miles' button. The distance you've run will be added to your and your family's total miles.

What happens if something goes wrong?

If you have difficulty

Tony | miles tracker

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THE FLORA FAMILY MARATHON. EVERYONE CAN DO THEIR BIT.



Celebrity update



The Lorraine Kelly Family update

Lorraine will be running the FLORA Family Marathon together with her husband and her daughter.

The fourth member of her team has the advantage of two extra legs, as Rocky, her pet Terrier Border, will be joining in too.

Hi Jacqui

With the final mile looming ever nearer, Lorraine and her family know they've got to pull out all the stops to get their first 25.2 miles completed in time.

Find out how far they've got this week and how far they've got left to go.

→ [Click here to read the whole diary entry](#)

Tell us why you decided to take part in the FLORA Family Marathon and how you're getting on, and you could see your story appearing in the press. Email: Katie@ktb.uk.com or call 020



Sony Ericsson



15-Nov-04 17:11

From: FLORA

The Blazin' Squad boys r
up and running! Think u
can beat us?? Will keep u
posted online with how
our marathon is going.

Calls



More



Phase Four.

- Final Mile:
 - Receive finishing tape and medals.
 - Run the last mile together on Flora London Marathon Sunday.
 - Log your final mile and be congratulated by the web site.

Promotion.

- Online advertising:
 - Overlays, MPUs, Banners.
 - Call-to-action to sign up your family.
 - Positioned on sites targeted at women and families.
 - GMTV.
 - iVillage.
 - FriendsReunited.
 - Targeted areas of MSN and Yahoo!

Promotion.

- Viral marketing:
 - AKQA wrote, directed and filmed a short “fly-on-the-wall” sketch with the Blazin’ Squad (one of the Celebrity Families taking part)
 - Showed them playing a prank on band member Rocky while training for the event.
 - Distributed via viral seeding sites, and by rich email to Unilever’s database of targeted consumers.

Promotion.

- Friend-get-friend:
 - Participating families who persuaded two more families to sign up were entered into a draw to win a VIP trip to the London Marathon and meet their chosen Celebrity Family.

Promotion.

- Offline:
 - PR.
 - Radio sponsorship.
 - Local and national press advertising.
 - Bus and tram sides.
 - Transvision screens.
 - On-pack.
 - In-store activity.

Results.

- Opportunities To See (generated by integrated campaign): **65,000,000+**.
- Duration of consumer/brand dialogue between sign-up and Final Mile: **4 months**.
- No. of views of the Blazin' Squad viral film: **100,000 in 4 days**.
- Average click-through of Overlays: **36.1%**.
- Average click-through from emails: **12%**.

20,000 people up
and active – in year one!

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