

# Cutting-Edge Community Engagement

## Part II: Case Study



### Program Goal

Building upon success of Kotex's original Mis Momentos campaign, the goal of the sequel, Mis Momentos 2 (clever title, no?), was to refresh the program, deepen the interaction design, capture deeper community analytics, and deliver a ***new standard for "best-in-class" digital community engagement.***

### Program Details

- **Activity:** Multi-themed, choice-based online community contesting activity
- **Points of Interaction:** Facebook, Twitter, Instagram, Kotex website
- **Duration:** 5 weeks

### Background

#### Original Mis Momentos

In 2014, the Mexican division of Kimberly Clark, a multi-national consumer goods company (Cottonelle, Kleenex, Huggies), collaborated with Pug Pharm with the aim of engaging with their flagship Kotex brand's strong and passionate online community. Known as Mis Momentos, the project was an *excelente* start to tackle the challenge of activating and retaining more than 2.5 million Facebook fans and Twitter followers Kotex Mexico had captured but wanted to squeeze more engagement into.

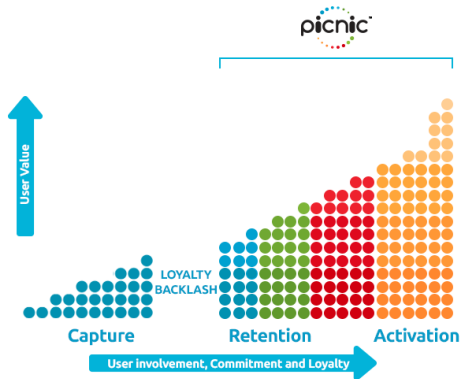
By delivering a set of next-generation online contests to build brand loyalty and, ultimately, drive sales, Mis Momentos quantified the return on investment for a brand seeking deeper interaction and engagement with their customers. And guess what? By the end of the project, Mis Momentos had delivered, with over 9,300 involved and 400k+ direct brand-customer interactions created!

#### The Sequel: Mis Momentos 2

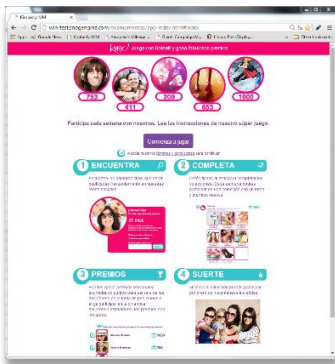
The success of the original Mis Momentos led Pug Pharm and Kimberley Clark Mexico to team up again for a second collaboration to create a sequel. A number of things about the original Mis Momentos were clearly popular and successful—themed collection activities, surprise dynamics, cumulative participation, multi-channel social networking, traditional activity and gameplay design, and devilishly good looks! However, a number of deficiencies were creating confusion and interactive roadblocks for the community members.

Pug Pharm comes to rescue! Enter Mis Momentos 2: improved courtesy of a design overhaul that included a number of subtle but significant additional activity refinements, improvements, and stylistic enhancements.

## Original “Mis Momentos” Experience



The goal for Mis Momentos has always been to retain and activate this community into brand-loyal paying customers. Kotex’s social media strategy was working well to capture and record bursts of momentary community interest. But the opportunity was to draw the various channels of the social online community into a single place and to keep them engaged over a *longer period of time*. Pug Pharm and their Picnic™ Customer Engagement Engine provided the technological foundation for the project. Perfect choice!



Always top of mind was to demonstrate positive ROI and meet Kotex’s expectations around customer interaction with their brand and content. The final purpose-built solution was an interactive contest accessible to customers through a wide range of digital touch-points, allowing them to discover, earn, collect, and managed themed and branded virtual rewards, points, and badges (via Picnic™). Activities and challenges were custom-designed to promote important customer actions, such as increased purchases, increased customer loyalty, positive word-of-mouth, and just looking naturally beautiful.

## “Mis Momentos 2” Refinements



With this very successful foundation, it wasn’t surprising at all that Pug Pharm and Kotex Mexico wanted to re-team for a sequel—analyzing and building upon the lessons learned from the original Mis Momentos. We realized that MM1 relied on a too linear activity flow experience and didn’t capture enough insights on customer preferences. The solution was a more dynamic choice-based interaction model to fix some of the dead ends.



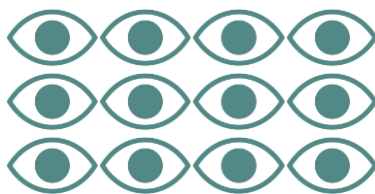
The refined activity not only retained the advantages of the original Mis Momentos (namely, a variety of digital touch-points for increased customer interaction and loyalty that ultimately drove more sales), but it also introduced more freedom for the users to make meaningful choices based on the product themes and prizes available, where important statistics on user preferences were found. These refinements allowed Kotex to reach its goal of strengthened brand/customer relationship, loyalty recognition, increased online customer activity, and more product sales.

## Engagement & Preferences Metrics

- Improved Mis Momentos 2 activity enjoyed a **↑30.8% total participation increase**, with **new users per week** increasing by **↑214%**
- **35%** of active participants were **returning players** from MM1
- Created **83,460 customer/brand interactions per week (↑160%)** between the Kotex and its community members (an “interaction” is an interactive moment within the activity where the customer makes a meaningful choice or takes a specific action)
- **56%** of active participation took place within the brand’s **targeted age range**
- Over **63%** of the **total community** participated **repeatedly** during the campaign (**↑12.5%**)
- Highest participation via Facebook channel (**↑34.9%**), followed by Twitter (**↑54.4%**), Website (**↑64.5%**) and Instagram (**↑28.25%**)
- Based on our broad knowledge of consumer brand digital marketing activities, the Mis Momentos 2 campaign has established a **new industry standard** in best-practices for digital customer engagement, brand/theme amplification, and community profiling data

## Marketing Metrics & ROI

- The supporting marketing campaign for Mis Momentos 2 generated approximately 4.5M raw impressions, which were **amplified and converted** into over **417k meaningful customer interactions**:



Every 12 “views” of the raw Mis Momentos 2 marketing message...



...resulted in 1 meaningful, branded moment of interactivity with the customer

- ROI metrics of the pilot showed an **extremely low cost** of operation:
  - **\$0.041 USD (↓37%)** = the cost for each meaningful direct interaction\* with the customer
  - **\$0.003 USD (↓50%)**= the cost per impression (equals \$3.24 CPM\*\*)

\*these “interactions” represent extremely valuable moments of customer engagement and interactivity with the brand, typically involving choices, intent, and a high degree of attention

\*\*does not include cost of advertising buy; standard CMP (cost per thousand impression) rates for successful digital marketing campaigns typically run in the \$8-\$10 CMP range



## The Future...

Mis Momentos 2 is an exceptional case-study in the power of **choice-based campaign design, cumulative participation, and empowering individual voices**—all towards driving **stronger brand positioning & increased sales**.

KCM's investment in Mis Momentos has resulted in an **extremely versatile** and **cost-effective** platform capable of easily & affordably supporting an unlimited number of subsequent—or even continuous—campaigns across **its entire brand portfolio**! Best of all, KCM can **now build upon** the **existing participating community members**, technical **infrastructure** developed, and **operational knowledge** gained from the two campaigns, helping drive further customer engagement, participation, brand sentiment, and sales, while bringing the future cost per customer interaction and CPM **down by 50% or more!**

*[Have you seen “Part I: 7 Key Ways to Deliver Better Loyalty Activities & Contests” yet? There are some great tips and lessons that will help you stay away from some of the most common mistakes and create a happier, more loyal customer community!]*