

NESCAFÉ Frappé

CASE STUDY

Client
Nestlé Česko s.r.o.

Brand
NESCAFÉ Classic

Implementation
April 2010 - June 2010

Target group
Men and women ages 25-40 in the Czech Republic and in Slovakia

Media
Internet, PAARTYY.com

Techniques
Influencer Marketing, Advertising

Objectives

To increase awareness amongst consumers in the Czech Republic and in Slovakia of the drink NESCAFÉ Frappé as both an instant coffee and a ground coffee, mainly during the course of the summer months when coffee consumption stagnates. To build the NESCAFÉ Frappé position as an ideal drink for refreshment and stimulation, to teach the consumer how to prepare the beverage, and to develop positive discussions on the product and its advantages.

Strategy

Outbreak has applied its proprietary Word of Mouth marketing medium PAARTYY for three years running, and has launched PAARTYY campaigns for nine brands, including such renowned names as NESCAFÉ Dolce Gusto, Campingaz, Hellmann's and Vitana. PAARTYY makes it possible to find opinion leaders (influencers) and gain in them ambassadors, who along with their friends will spread positive Word of Mouth on the brand in their various social circles. Carefully selected hosts had the opportunity to hold their own original Greek NESCAFÉ Frappé party for their friends. Each verified host was sent a unique party package with the coffees NESCAFÉ Classic and caffeine-free NESCAFÉ Classic, DELI Frappé bars, branded shakers and frappé cups as well as a branded collection of original recipes. Hosts and their guests communicated by means of the Websites frappe.paartyy.cz (in the Czech Republic) and frappe.paartyy.sk (in Slovakia). They also uploaded their own pictures from individual parties and shared them with their friends. Each host also had the chance of linking their account on the server paartyy.cz with a Facebook account. Then their Facebook walls mirrored all the host's activities at the Website paartyy.cz.

Results

number of attendees of NESCAFÉ Frappé party: **16,320*** (generation 0)

number of adults per party: **13***

number of friends told about the NESCAFÉ Frappé party by attendees:

generation 1: 180,336,
generation 2: 631,176*

average length of one party:
4 hours, 48 minutes*

88 % of party attendees plan on buying NESCAFÉ Classic*

friends and acquaintances were listed as the most frequent source of awareness of NESCAFÉ Frappé (**44 %** of respondents in the ČR, **32 %** of respondents in Slovakia).**

prompted awareness of the NESCAFÉ Frappé party reached **5 %** in the CR after the party (population percentage of CR 15-70, i.e. **390,156 people**), prompted awareness reached **10 %** in Slovakia (population percentage of SR 15-70, i.e. **403,025 people**)**

volume market share of NESCAFÉ on the Czech market grew in June and July 2010 by **7.6 %** over the same period in 2009,

volume market share on the Slovak market grew by **4.8 %** over the same period in 2009***

The Net Promoter Score® of the brand NESCAFÉ in generation 0 reached **65 points *** after the party

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* Source: on-line research between participants in a NESCAFÉ Frappé party, Easyresearch

** Source: Nestlé Beverages tracking, Coffee, Q2/Q3 2010 - Czech and Slovak Republics, AISA

*** Source: ACNielsen Czech Republic s.r.o., June/July 2010



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