



20

FOOD & BEVERAGE DIGITAL MARKETING CAMPAIGNS

TO DRIVE ZERO-PARTY DATA COLLECTION, BOOST BRAND AFFINITY AND INCREASE SALES

START ENGAGING FOODIES AND COLLECTING ZERO-PARTY DATA ON EVERY DIGITAL CHANNEL

From vegan to Vietnamese, tapas to Tex-mex, and delivery providers to drinks, food & beverage brands manufacture, cook and deliver the dishes and products that tantalize tastebuds and keep consumers fueled every day.

However, as staying in becomes the new going out, and disruptors like Deliveroo and Uber Eats rapidly courier a la carte dishes direct to hungry consumers, food & beverage brands have had to adapt or risk becoming antiquated. Menus are online, sides can be ordered at the swipe of a finger, and chatbots have replaced serving staff.

For many, this is a challenge, but for food & beverage brands prepared to adopt a mix of digital marketing techniques, they can still reach consumers and increase market share. By employing interactive marketing experiences they can increase zero-party data collection, build brand affinity and engage foodies on every digital touchpoint.

#1

of all brand mentions on Twitter, food and drink brands are mentioned the most.

5

18-35 year olds spend the equivalent of five days a year browsing food pictures on Instagram.

58%

of Millennials say that food and drink purchases are inspired or influenced by pictures they look at on social media.



FAST FOOD



BEVERAGE



RESTAURANTS



**PACKAGED
FOODS**

SUPPORTING SOME OF THE WORLD'S LARGEST BRANDS

Discover interactive marketing experiences with incentive mechanics that will help you tell compelling, interactive brand stories across every digital channel. This campaign guide contains 15 successful Cheetah Digital-powered campaigns from leading food and beverage brands, complemented by 5 additional new and innovative campaign types to put your brand on top of everyone's menu.

FAST FOOD

1. Profile consumers with swipeable interactive experiences
2. Drive authentic brand advocacy
3. Boost sales and zero-party data capture with incentive mechanics
4. Fuel consumer demand with sponsored campaigns
5. Incentivize fan engagement with caption contests

BEVERAGE

6. Boost consumer engagement using instant win incentives
7. Engage fans with multiple activations
8. Drive sales conversions with authentic UGC

RESTAURANTS

9. Activate fans with online quizzes
10. Increase in-store footfall
11. Build audience profiles for personalized re-targeting

PACKAGED FOODS

12. Drive product sales with cross-channel coupon campaign
13. Inspire social conversation and UGC creation
14. Drive first-party data acquisition
15. Understand audience insights using zero-party data

WHY NOT TRY...

Engage your audience where they spend their time online. Seamlessly incorporate live experiences that capture zero-party data into social stories, mobile apps or digital ad units to name but a few.

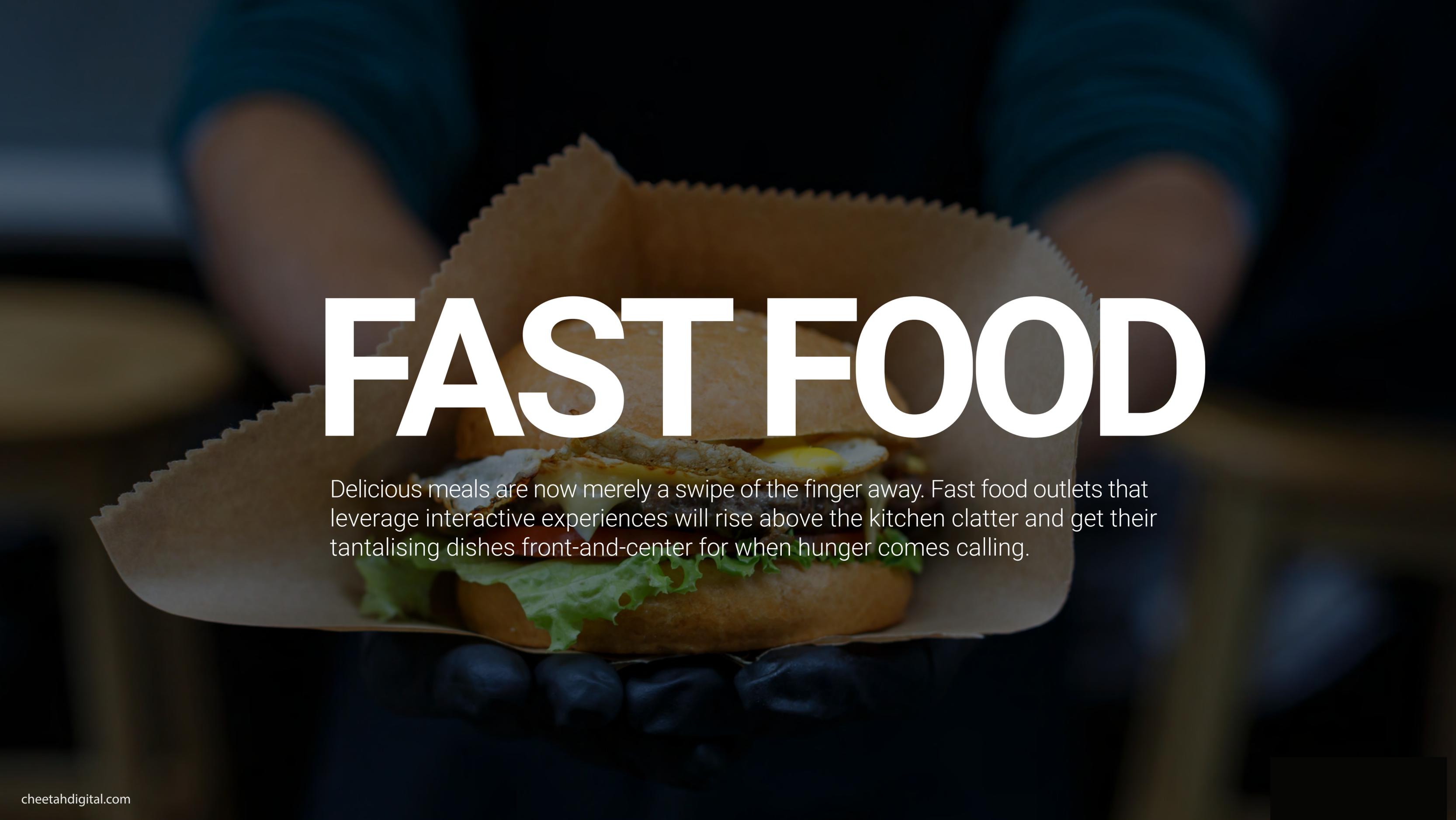
**SNAPCHAT
STORIES**

**IN-APP
EXPERIENCE**

**INSTAGRAM
STORIES**

**INTERACTIVE
AD-UNITS**

**PRODUCT
PICKER
QUIZ**



FAST FOOD

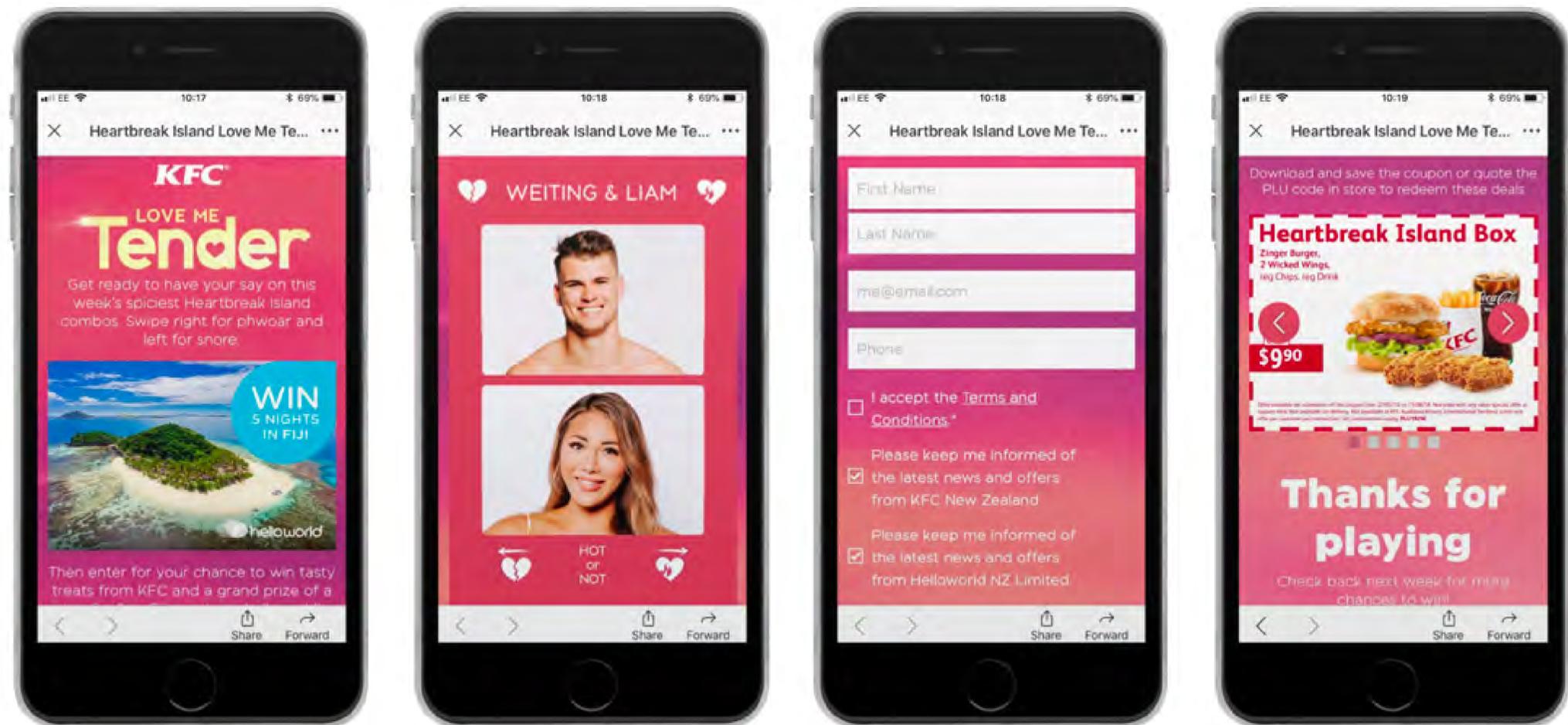
Delicious meals are now merely a swipe of the finger away. Fast food outlets that leverage interactive experiences will rise above the kitchen clatter and get their tantalising dishes front-and-center for when hunger comes calling.



GOAL: PROFILE CONSUMERS WITH SWIPEABLE INTERACTIVE EXPERIENCES

To drive engagement around New Zealand's hit reality dating TV show; Heartbreak Island, TVNZ 2 published a mobile first Tinder inspired swipe poll to its Facebook page. Sponsored by KFC, fans could vote on the hottest couples of the week using intuitive controls and submit their personal details to be in with the chance to win a vacation from Helloworld NZ.

Upon completion, fans were then provided with poll results showcasing the three hottest couples voted for. To incentivize participation, entrants were provided with a carousel, jam-packed with digital coupons to download and redeem in various KFC stores.

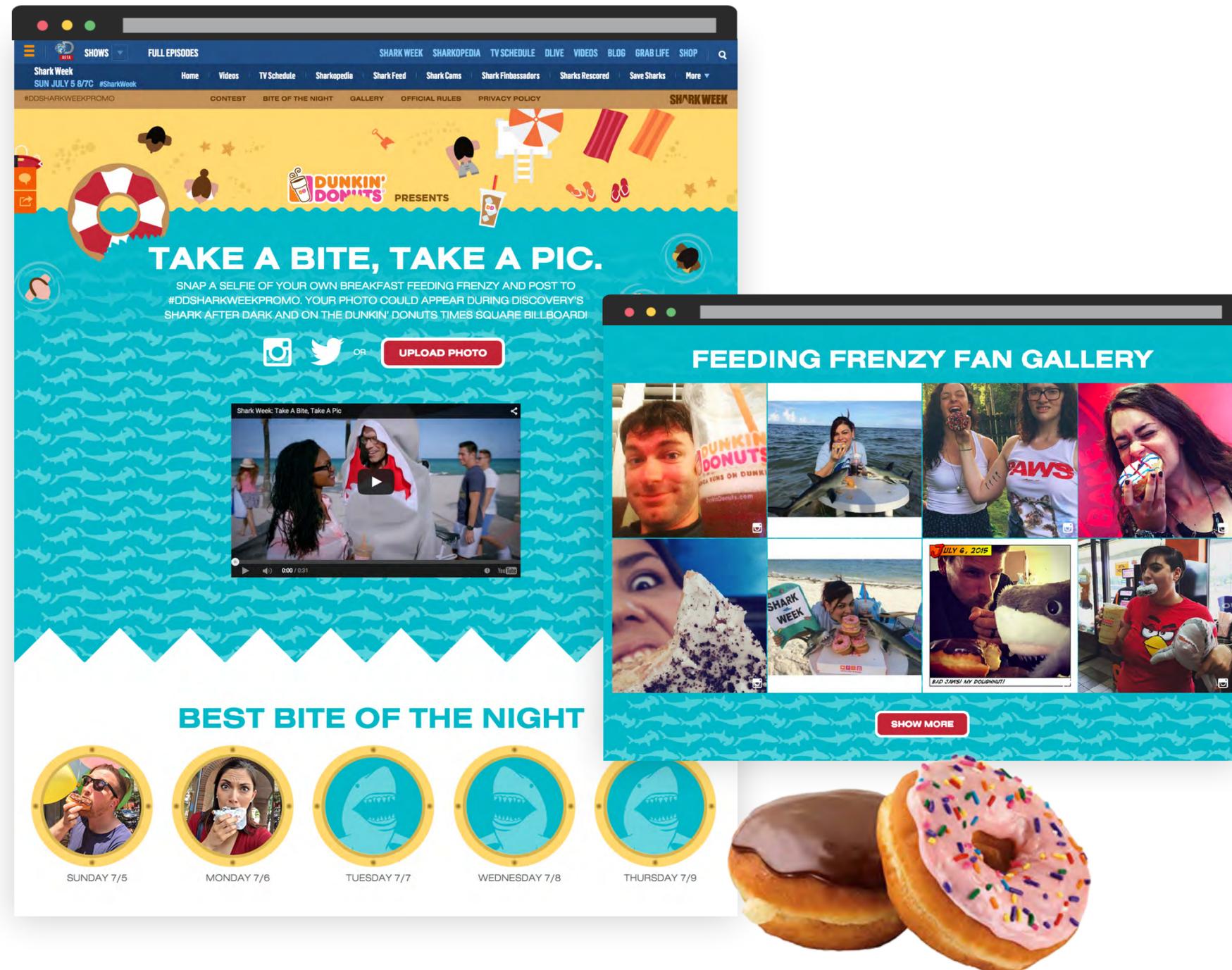


DUNKIN' DONUTS

GOAL: DRIVE AUTHENTIC BRAND ADVOCACY

To celebrate Shark Week 2015, Discovery collaborated with Dunkin' Donuts to launch a multi-channel photo sweepstakes campaign, 'Take a Bite, Take a Pic'. Fans had to take a picture of themselves sinking their teeth into a shark-inspired donut and share it on Twitter or Instagram using the hashtag #DDSharkWeekPromo.

To maximize campaign exposure, the best contestant photos were featured on Discovery Channel's "Shark After Dark" program, where viewers were encouraged to visit a Cheetah Digital-powered dedicated microsite: www.sharkweek.com/Dunkin to enter and vote for their favorite bites on the campaign hub. To take the campaign to the next level, winning UGC enteries were highlighted on Dunkin' Donuts digital billboard in Times Square.



DOMINO'S

GOAL: BOOST SALES AND ZERO-PARTY DATA CAPTURE WITH INCENTIVE MECHANICS

Domino's pizza set up a tempting coupon campaign, giving US fans the chance to grab a free pizza with a purchase of \$5 or more. To enter, participants had to visit their Facebook page, then simply submit a few personal details, to generate a redeemable coupon code. These were then available to print off or access via email for entrants to use at any North American outlet.

The campaign gave Domino's an opportunity to increase sales and obtain valuable audience data, which they could then repurpose for future marketing efforts.



8K

campaign shares

20K

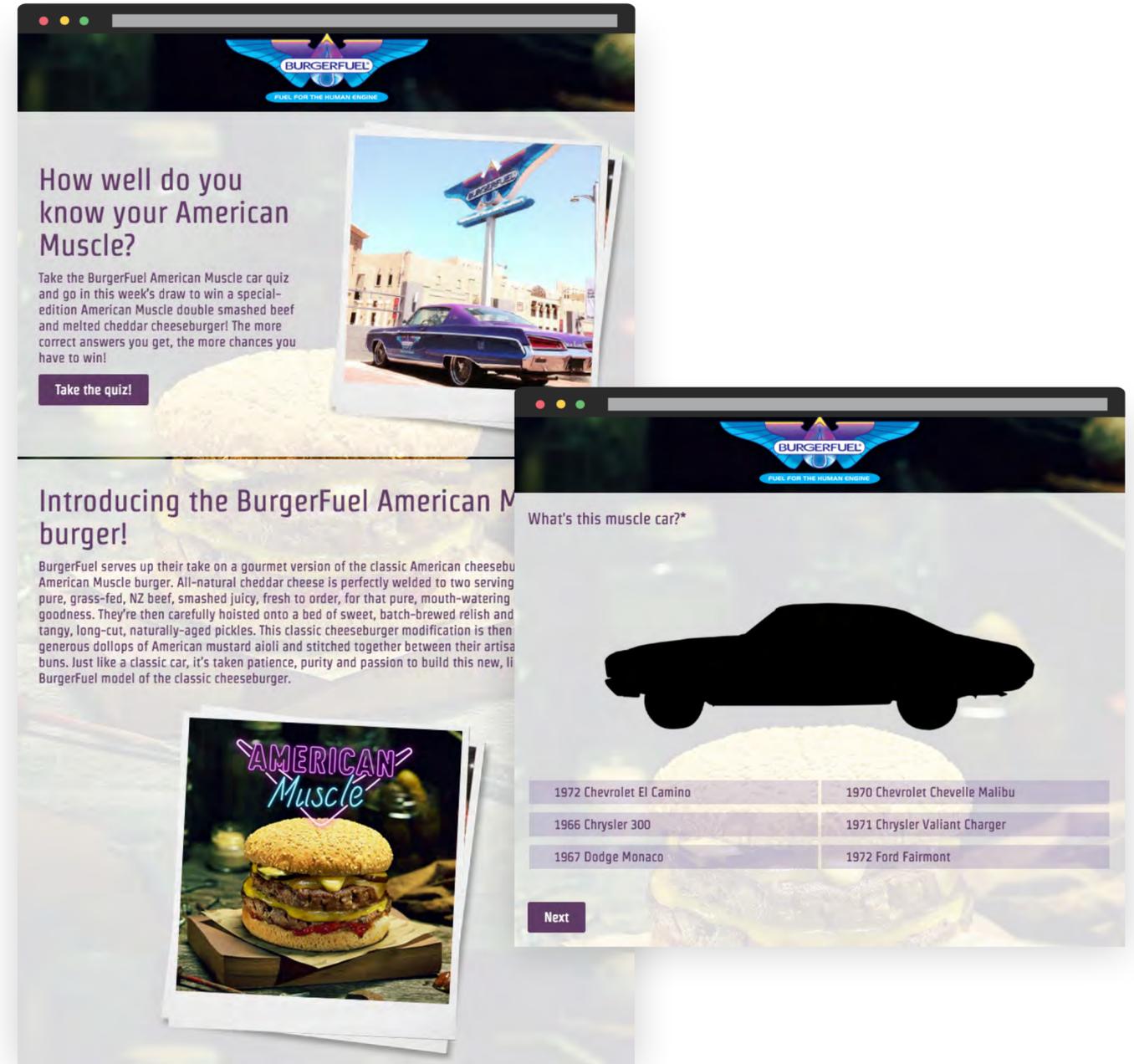
campaign entries

BURGERFUEL

GOAL: FUEL CONSUMER DEMAND WITH SPONSORED CAMPAIGNS

Fueling consumer demand is at the heart of many food & beverage marketing strategies (or perhaps, at the stomach). To get fans' tastebuds tingling for the all-new, limited-edition American Muscle burger, BurgerFuel sponsored an interactive quiz campaign on 'The Motorhood', a popular online destination for car lovers in New Zealand.

Upon completion of the quiz, participants were asked to submit a short form with their name and email address, and had the choice to tick the newsletter opt-in feature. This enabled BurgerFuel and The Motorhood to capture valuable audience data that could be used for future marketing communications. The quiz result was then displayed on-screen, together with an 'order now' call-to-action, where participants were directed to the BurgerFuel website to satisfy their burger cravings.

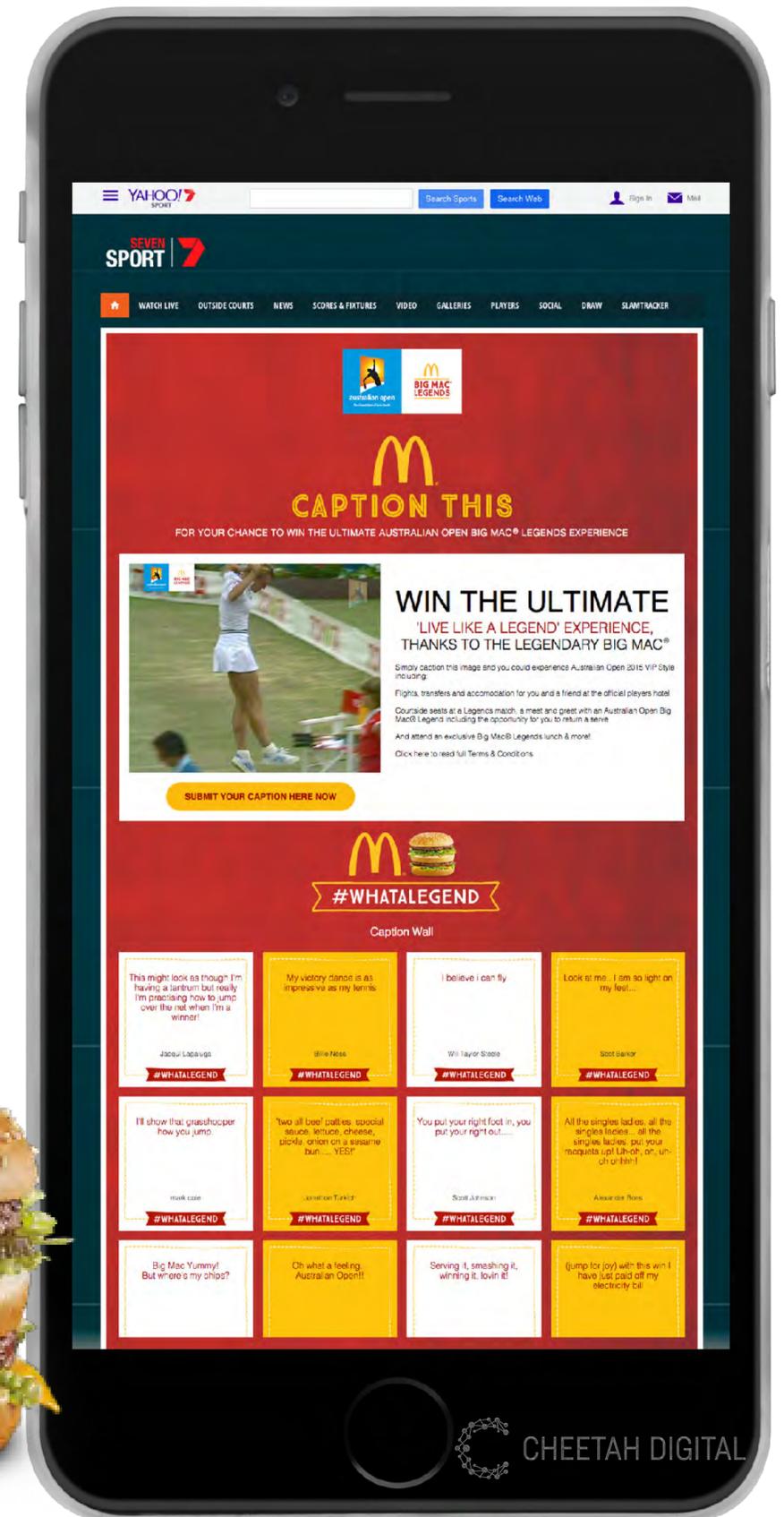




GOAL: INCENTIVIZE FAN ENGAGEMENT WITH CAPTION CONTESTS

In partnership with McDonald's, Yahoo!7 Sport gave tennis and Big Mac fans the exclusive chance to 'Live Like a Legend' at the Australian Open. The Ace prize consisted of flights, exclusive lunches, and courtside seats at a Legends match, plus much more. It really was a grand slam contest to take part in!

To get involved, contestants were challenged to come up with an innovative caption relating to the featured image, the best ones being displayed on the social hub. Fans submitted a few personal details upon entry, enabling both brands to capture rich audience data. To maximize reach across social channels and encourage surrounding conversations, the #WhatALegend was promoted alongside the campaign.



BEVERAGE

From coffee chains, to tea shops, cocktail bars to drinks distributors, there's lots of competition looking to quench consumer thirst. Beverage brands that leverage interactive experiences will engender the loyalty they require.

ABSOLUT VODKA

GOAL: BOOST CONSUMER ENGAGEMENT USING INSTANT WIN INCENTIVES

To promote limited-edition bottle designs, Absolute Vodka tapped into Shazam's active user base to captivate and engage consumers through an instant win contest. Featuring a sweepstakes, plenty of offers, and engaging video content fans could wipe away the bottle sequins to reveal if they had won; surprising and delighting participants throughout the campaign.

86%

conversion rate



orem ipsum

COSTA COFFEE

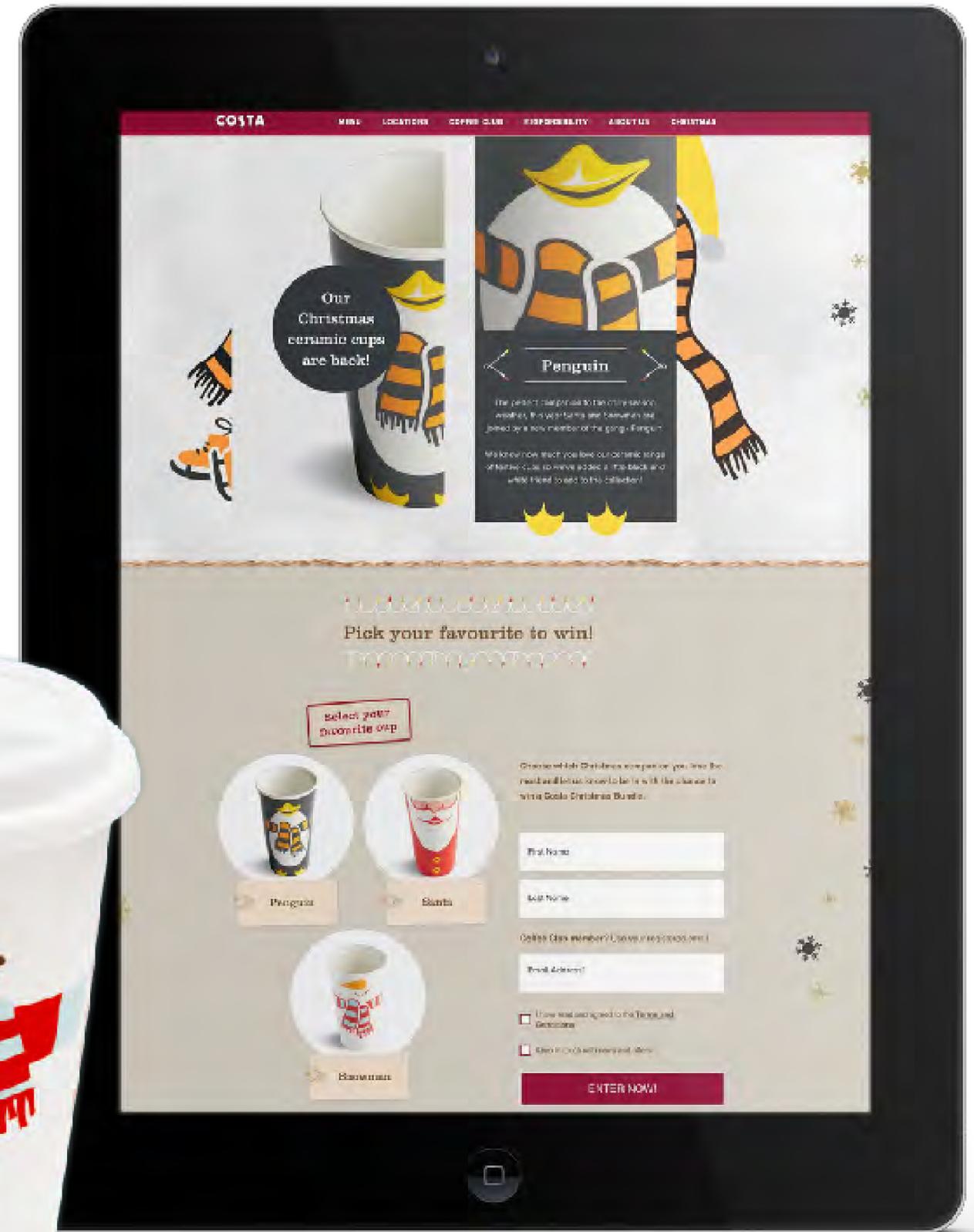
GOAL: ENGAGE FANS WITH MULTIPLE ACTIVATIONS

To promote the return of their Christmas ceramic cups, Costa gave fans the chance to choose their favorite cup companion and register to win a Costa Christmas bundle via their website. Additionally, call-to-actions to buy gift cards were prominently positioned on the page, which enabled Costa to capture valuable audience data and increase revenue.

To drive the conversation, a social hub displaying a mixture of owned and earned content gave coffee-lovers the chance to show off their Xmas treats. Followers used the hashtag #MerryChristmasToMe to get involved, with the best snap winning a seasonal prize.

72K

sweepstakes entries



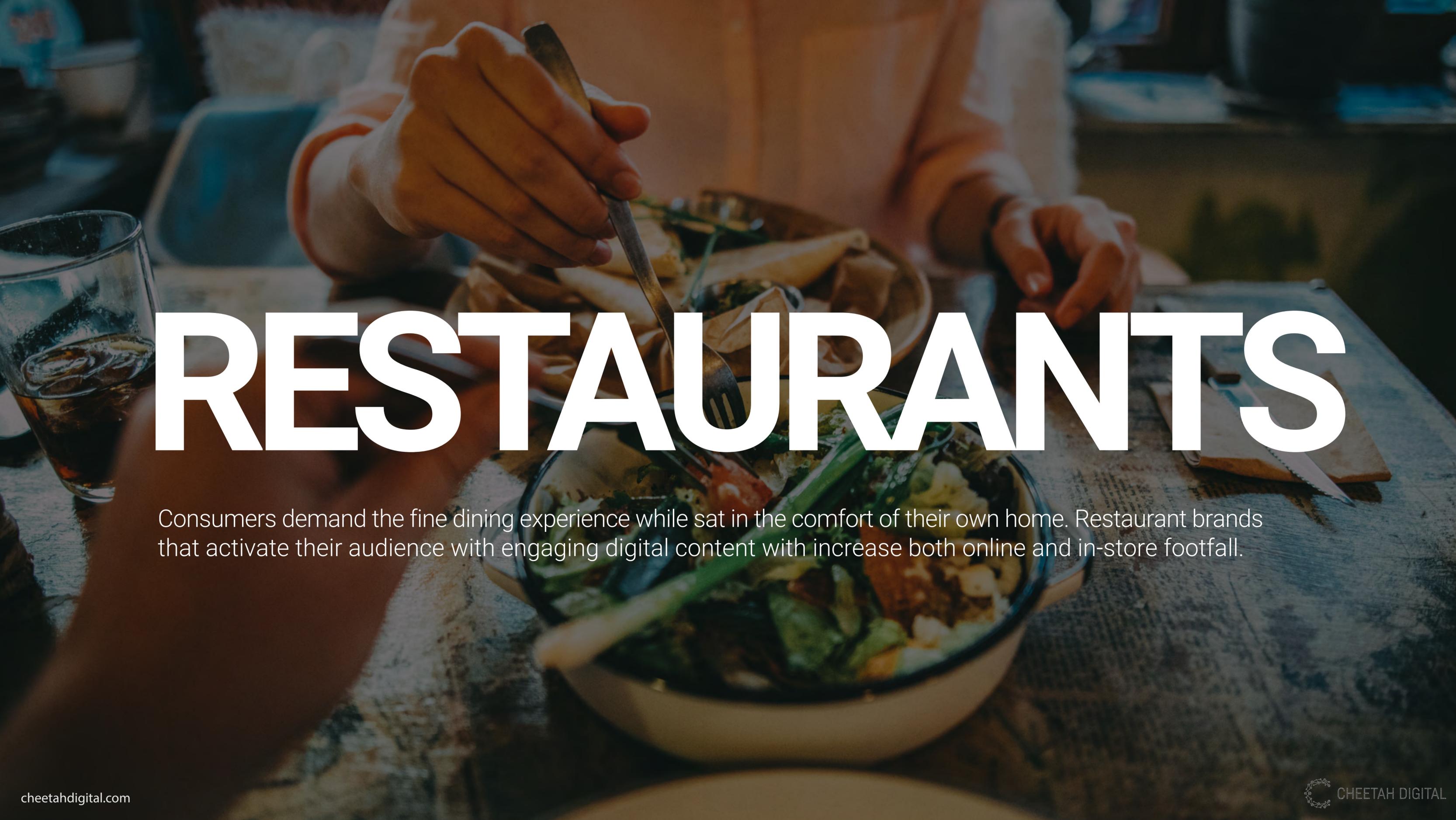
PEET'S COFFEE & TEA

GOAL: DRIVE SALES CONVERSIONS WITH AUTHENTIC UGC

Peet's Coffee & Tea partnered with The North Face to offer explorers the perfect prize pack with their user-generated content photo contest. They simply asked their followers to upload a Peet's-fueled adventure photo directly via the website or on Instagram using the hashtag #PeetsBoldlyGoes.

The best photos were displayed on a social hub, giving fans the chance to win a selection of premium Peet's and The North Face products. To ensure the perfect blend of owned and earned content, shoppable product links for both brands were purposely positioned on the page to drive sales and conversions.

The screenshot displays a website interface for a contest. At the top, a banner features two coffee cups and the text "#PEETSBOLDLYGOES WHERE DOES YOUR DAILY DOSE OF PEETS TAKE YOU?". Below this is a section titled "SHARE YOUR PHOTO AND ENTER" which includes a list of prizes: "The North Face Crevasse Bag", "Yosemite Dos Sierras Limited Edition Coffee", "Complete on-the-go brewing kit including a hand grinder, French Press, and more", and "Peet's premium chocolates". A "SUBMIT YOUR PEET'S-FUELED ADVENTURE" form is visible, with fields for "NAME" (containing "Alfred" and "Peet"), "EMAIL" (containing "alfred@peets.com"), and a photo upload area. The photo caption field is empty. At the bottom of the form, there are checkboxes for "Sign up for Peet's email: special offers" and "I agree to the Terms and Conditions.*", and an "ENTER NOW" button. To the right of the form is a gallery of user-generated content photos, including a beach scene, a waterfall, a person with a dog, and various outdoor settings, all featuring Peet's coffee products. The website URL "cheetahdigital.com" is visible at the bottom.

A person is seated at a restaurant table, eating a meal. The table is set with a bowl of food, a glass of water, and a plate. The person is using a fork and knife to eat. The background is blurred, showing other tables and chairs in the restaurant.

RESTAURANTS

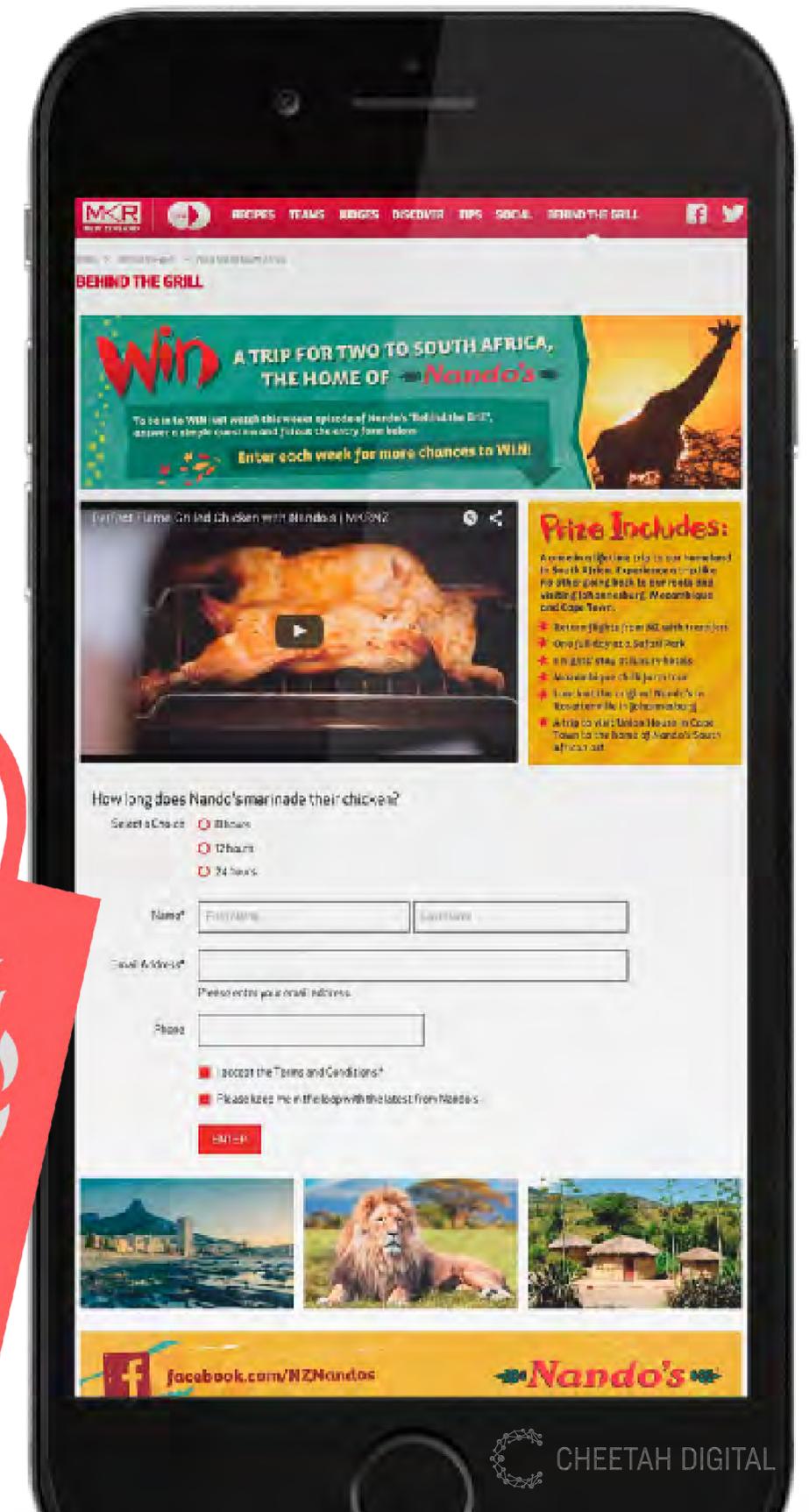
Consumers demand the fine dining experience while sat in the comfort of their own home. Restaurant brands that activate their audience with engaging digital content with increase both online and in-store footfall.

NANDOS

GOAL: ACTIVATE FANS WITH ONLINE QUIZZES

To increase engagement with My Kitchen Rules 'Nando's Behind the Grill' TV series, TVNZ quizzed their viewers each week over the course of 10 shows with a multiple choice question relating to the current episode. As a result, both brands were able to gather rich data from contestants to use for retargeting with relevant content and offers.

To incentivize participation, entrants had the opportunity to win a trip for two to the home of Nando's, South Africa!



IHOP

GOAL: INCREASE IN-STORE FOOTFALL

Restaurant visits are often prompted after being exposed to envy-inducing, mouthwateringly delicious social media posts. To create a buzz around Pancake Day, and to entice restaurant visits, IHOP asked their customers to share what their favorite pancake topping was to drive brand awareness.

Fans could join the conversation via Twitter or Instagram using #IHOPLove to show off their delicious pancake photos and inspire authentic advocacy. Whether diners opted for fresh strawberries and cream, or pancakes topped with chocolate sauce, IHOP curated the best entries and published them on an engaging social hub embedded within its website.



31K

shares across all IHOP
Cheetah Digital campaigns

74M

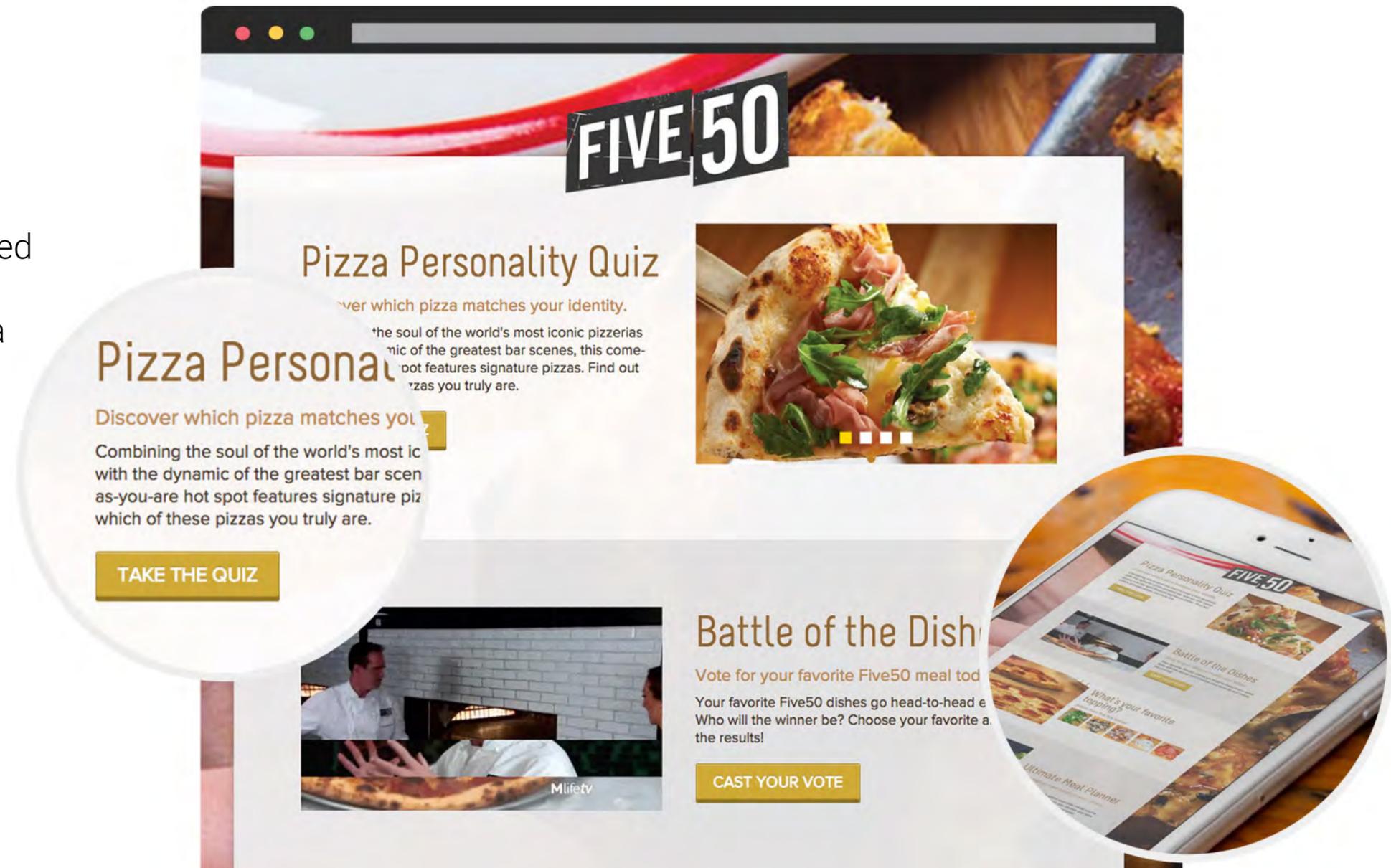
views across all IHOP
Cheetah Digital campaigns

ARIA RESORT & CASINO

GOAL: BUILD AUDIENCE PROFILES FOR PERSONALIZED RE-TARGETING

ARIA Resort & Casino set-up five digital activations to profile their customers around the fine dining experience at their Five50 pizza bar. These included a pizza personality quiz and voting mechanics to understand fans' favorite dishes, meals, and pizza toppings. This truly interactive consumer experience also featured a social hub where fans could upload and share food snaps via Instagram, using the hashtag #Five50.

As well as driving advocacy, endorsements and recommendations, ARIA was able to build a well-rounded audience profile with the zero-party data they collected, which they could later use for retargeting. To maximize overall engagement, consumers could take part in the campaign via ARIA's website or Facebook page.



PACKAGED FOODS

Changing tastes of consumers to organic and local fare have presented challenges for packaged food brands, but those prepared to adopt a mix of digital marketing techniques can still increase market share.

MARS CHOCOLATE

GOAL: DRIVE PRODUCT SALES WITH CROSS-CHANNEL COUPON CAMPAIGN

In partnership with MARS Chocolate, BestDay.com integrated the power of in-store marketing within its digital coupon sweepstakes hosted on its Mexican website. As part of the experience, participants were required to visit and OXXO convenience store and purchase a MARS chocolate.

Customers could then head straight to the campaign page hosted on BestDay.com's website, and click on the call-to-action button 'Get Coupon' to complete the form, submitting their name and email address, together with the receipt ID. In return, participants received a confirmation email with a coupon to redeem a \$500MXN voucher for their next booking with BestDay.com.

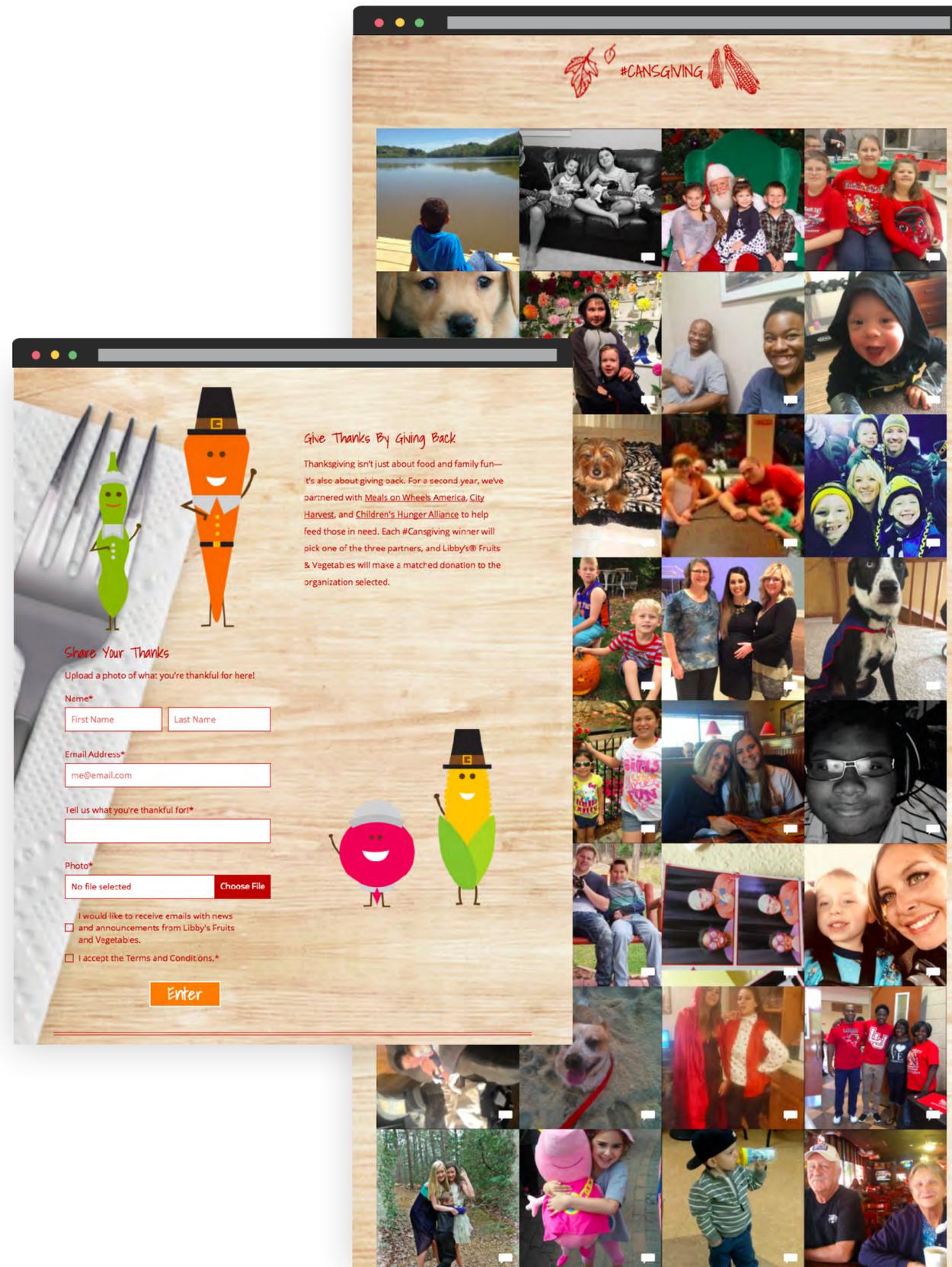
The screenshot displays the BestDay.com website for the 'Choco Viaje' campaign. The main banner features the M&M's, MilkyWay, Snickers, and Dove logos, along with the text 'Participa por un viaje para cuatro personas a Nueva York comprando chocolates'. Below the banner, the steps to participate are listed: 1. 'Compra un chocolate MARS (M&M's®, MilkyWay®, Snickers® y Dove®) en OXXO', 2. 'Entra a Bestday.com/chocoviaje e ingresa tu ticket', and 3. '¡Ya tienes un cupón de \$500MXN para tu próxima reserva en BestDay.com'. A circular inset on the right shows a coupon redemption form with fields for 'Nombre*', 'Apellido', 'Correo electrónico*', and 'ID de venta (ticket OXXO)*', and an 'ENVIAR' button. Two inset images on the left show prizes: 'Segundo y Tercer lugar viaje a Cancún' and 'Primer lugar viaje a Nueva York'.

LIBBY'S

GOAL: INSPIRE SOCIAL CONVERSATION AND UGC CREATION

To share appreciation throughout Thanksgiving, Libby's and product marketing agency Ketchum launched 'Cansgiving', a beautifully designed photo contest where followers were asked to share what they're thankful for throughout November.

The popular food brand asked website visitors the question 'What are you thankful for this Thanksgiving?', where users could post a photo of what they're thankful for through Instagram or Twitter. Alternatively, Libby's embedded a form within its website and Facebook page, where participants could submit their personal details along with their entry, and could opt-in to receive marketing emails, enabling Libby's to capture valuable audience data. Libby's then published the best entries to the #Cansgiving social hub to inspire website visitors.

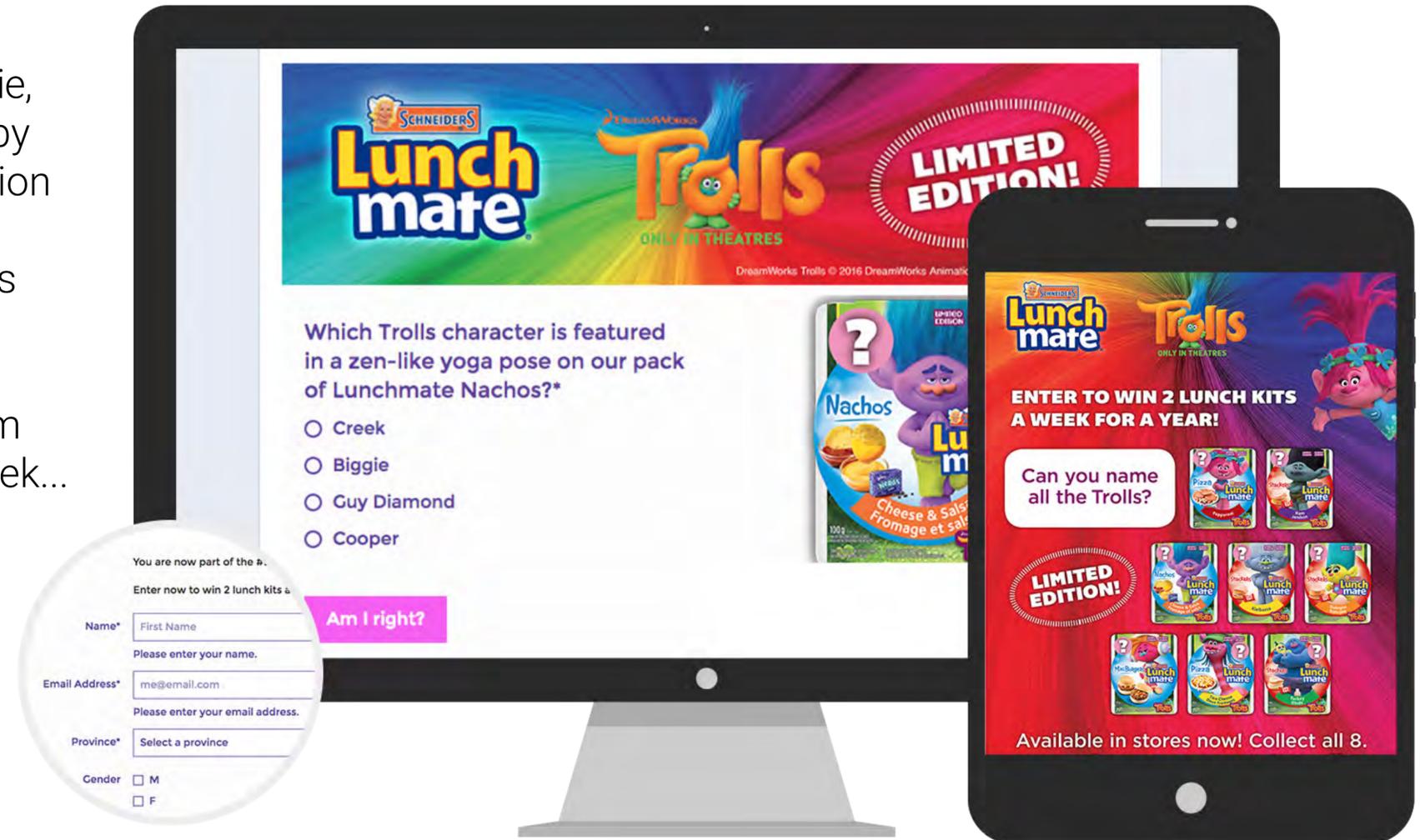


MAPLE LEAF FOODS

GOAL: DRIVE FIRST-PARTY DATA ACQUISITION

As the anticipation built before the release of the popular movie, 'Trolls', Maple Leaf Foods' brand, Schneiders®, celebrated by launching an engaging Trolls-themed sweepstakes promotion to drive first-party data acquisition. Schneiders® put fans' knowledge to the test by seeing if they could name the trolls featured on each limited edition LunchMate packet.

Upon submission, fans had the option to complete the form provided in return for the chance to win two lunch kits a week... for an entire year! Furthermore, for Schneiders® to capture rich audience data that could be used for future marketing communications, the form also included an 'opt-in' action for parents to receive further promotions if they wish.



24K

entries across all campaigns

DEVOUR

GOAL: UNDERSTAND AUDIENCE INSIGHTS USING ZERO-PARTY DATA

Canadian jerky company Devour, spiced up its team by searching for a new Chief Adventure Officer to join them using a unique personality quiz application process. To shortlist candidates, applicants that failed to meet the criteria set by Devour were instantly provided with an amusing quote suggesting their unsuitability for the role.

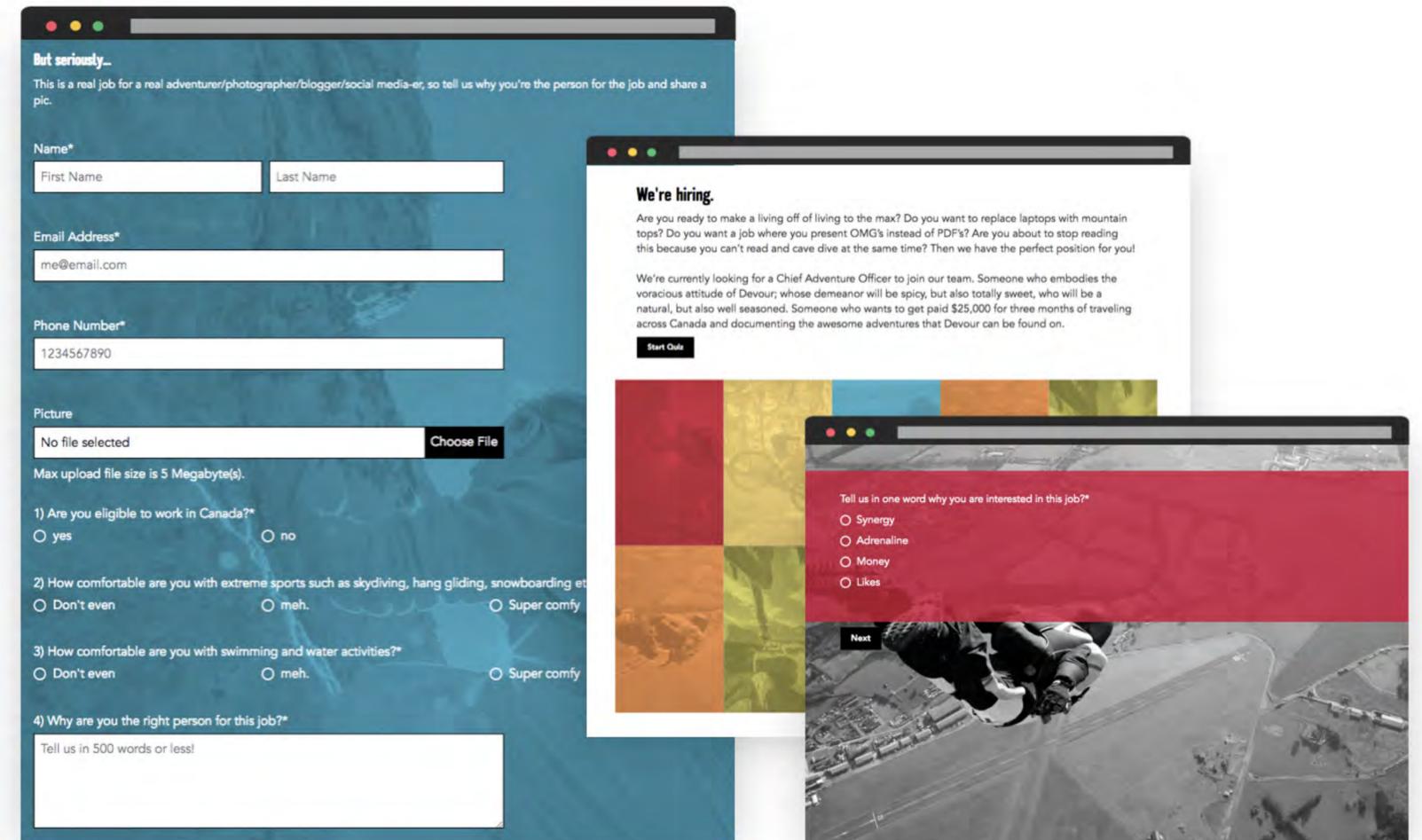
Additionally, putting quiz entertainment aside, those who were successful with their quiz responses were directed to the second application stage. Here, candidates could finish their job application in more detail in the form provided, enabling Devour to gather more extensive zero-party data on preference insights and motivations to find a suitable candidate.

3K

quiz entries

9K

job applications



WHY NOT TRY...

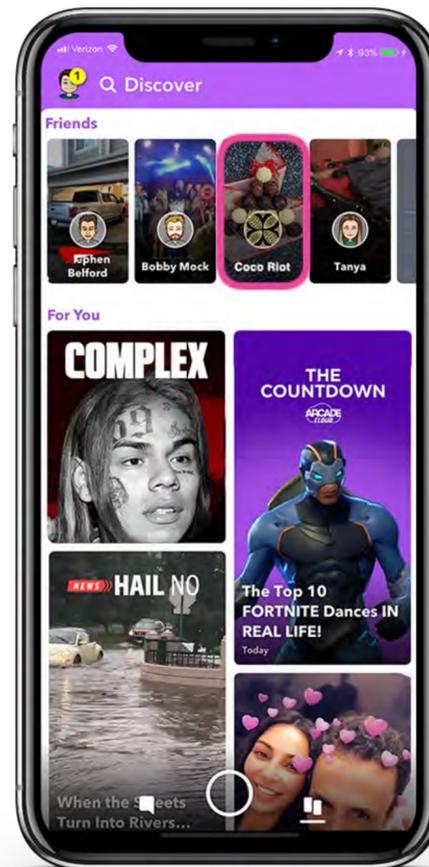
If you're still in need of inspiration, the Cheetah Digital platform has 85+ different interactive marketing experiences with data capture mechanics that offer a value exchange in return for zero-party data.

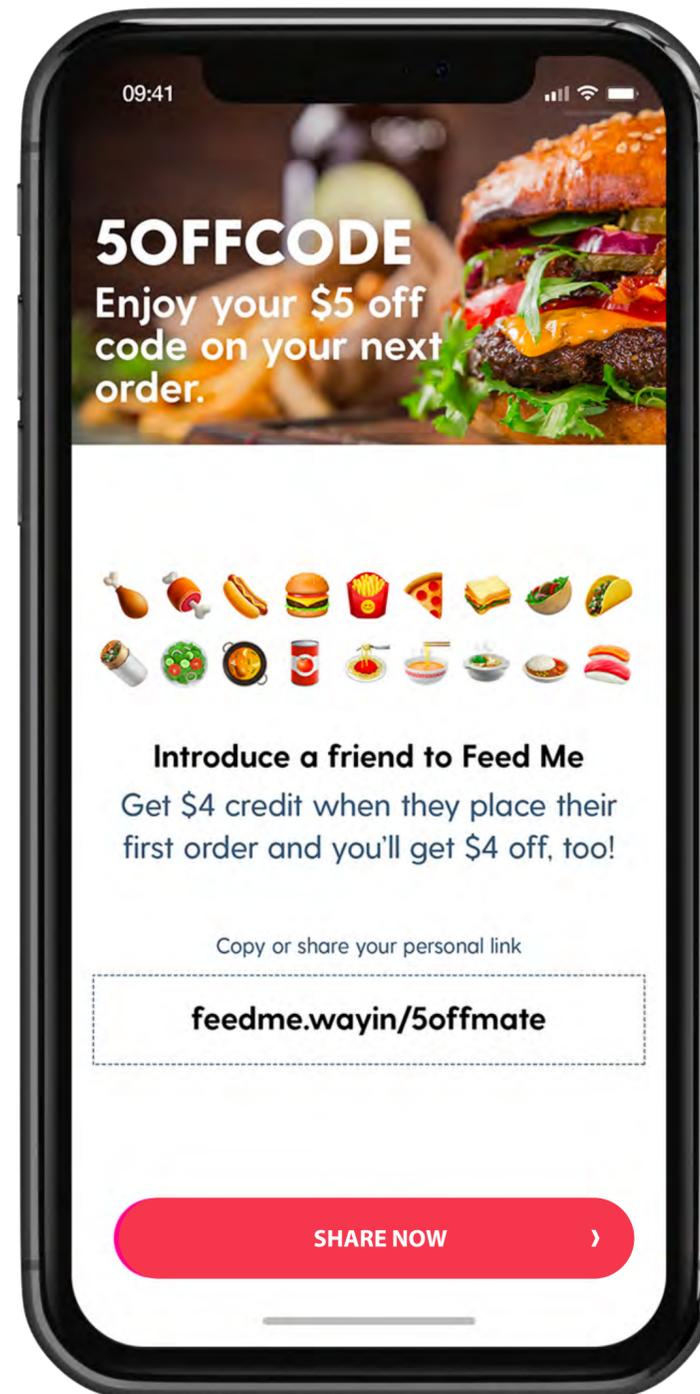
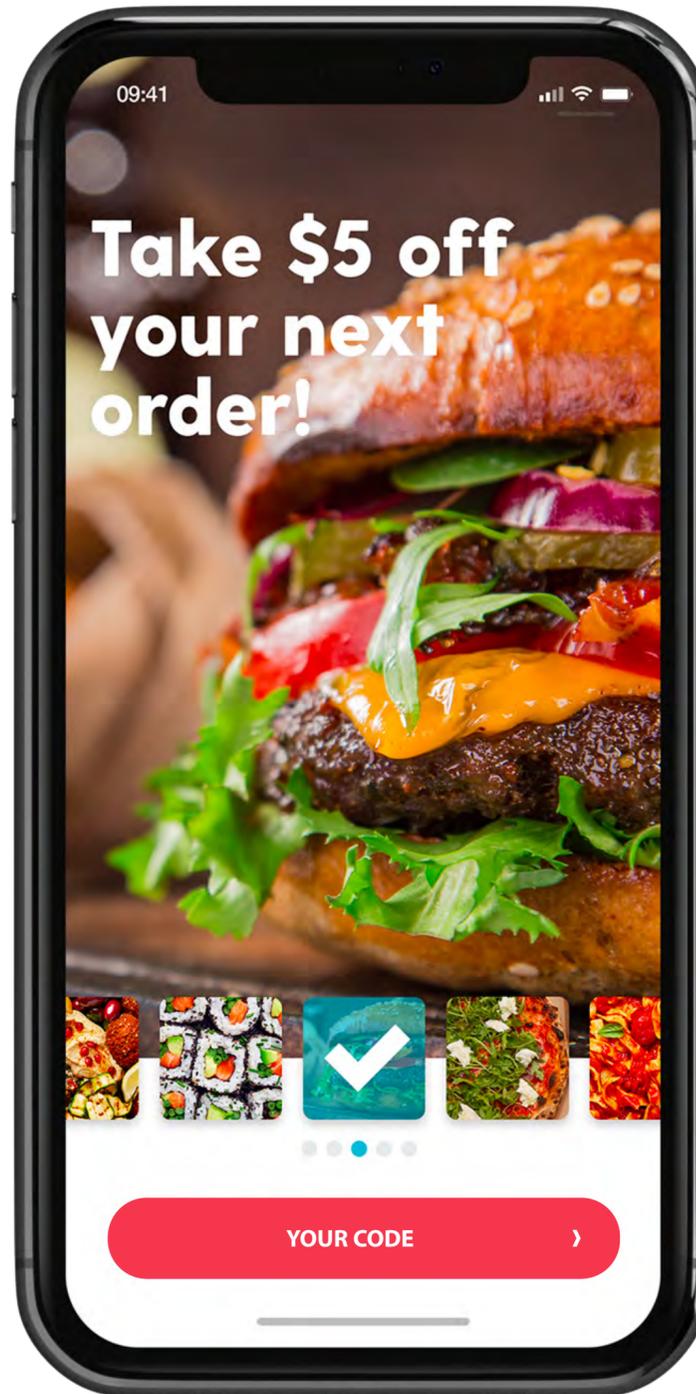
INTERACTIVE SNAPCHAT STORIES

GOAL: DRIVE AUTHENTIC UGC AND BRAND ADVOCACY

With Cheetah Digital, brands can capitalize on events such as the Christmas holidays to publish lightning-fast, interactive marketing experiences within their own Snapchat stories.

Simply swipe up, and let fans be taken through a compelling brand story. From increasing engagement levels by capturing those special moments with a UGC-powered campaign, to using offers and coupons as rewards to drive sales, there's plenty of options!





IN-APP EXPERIENCE

GOAL: USE COUPON CODES TO REWARD LOYAL APP USERS AND DRIVE SALES

Want to reward loyal app users and increase in-app usage? With so many apps fighting for attention, and the social media behemoths being the 'go to' to wile away spare time, in-app coupon incentives are a perfect way to reward your current customers, while also encouraging sales purchases.

Why not try... Use coupon incentives to increase brand awareness and drive app usage. Use a personal referral code and offer credit to users if they introduce the app to a friend.

INSTAGRAM STORIES

GOAL: CAPTURE ZERO-PARTY DATA WITHIN INSTAGRAM STORIES

Looking to drive engagement amongst users, improve brand storytelling, and increase the effectiveness of your social presence? Or perhaps you're looking to capture valuable first-party data and rich audience insights on potential customers that will help you learn their motivations, intentions, interests, and preferences to fuel future marketing efforts?

Build lightning fast, mobile-first experiences that tell your brand story, incentivize engagement, and seamlessly incorporate data capture mechanics. From user-generated content to quizzes, live polls to meme generators, these real-time campaign types can be embedded into Instagram Stories to help you rise above the noise and drive action.



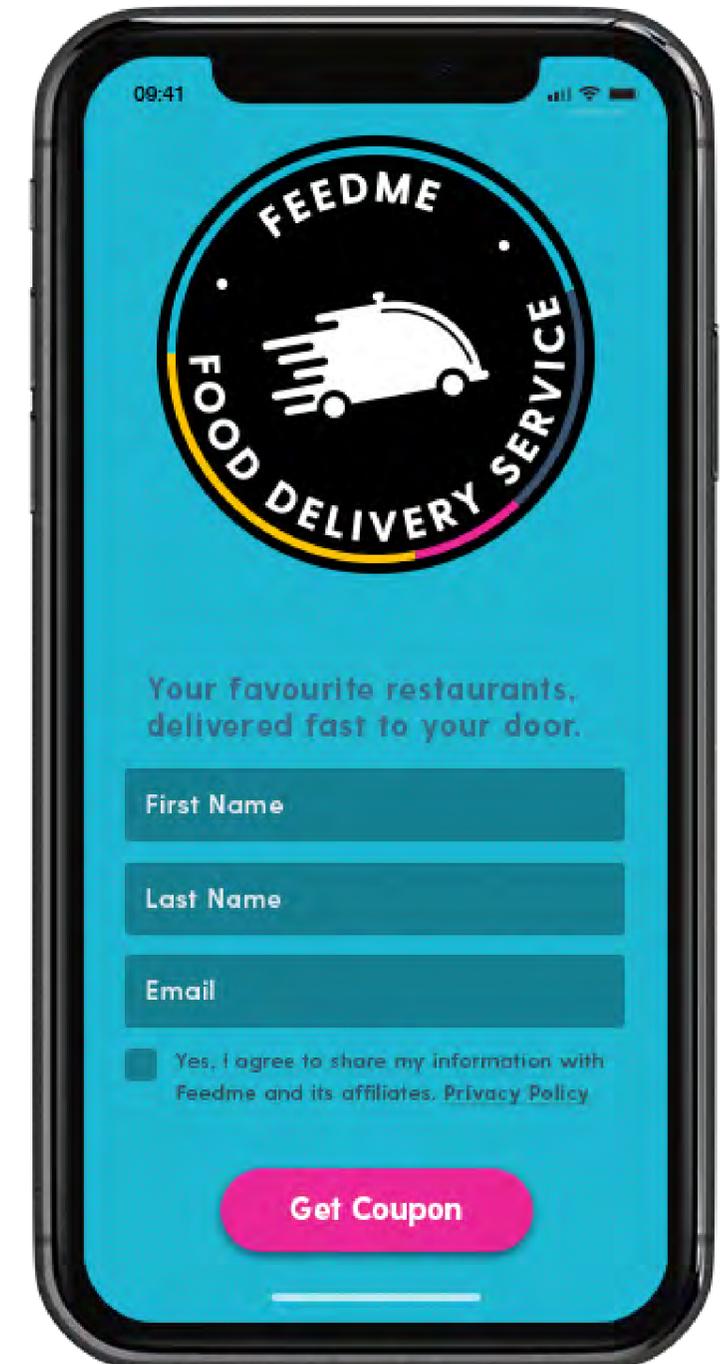
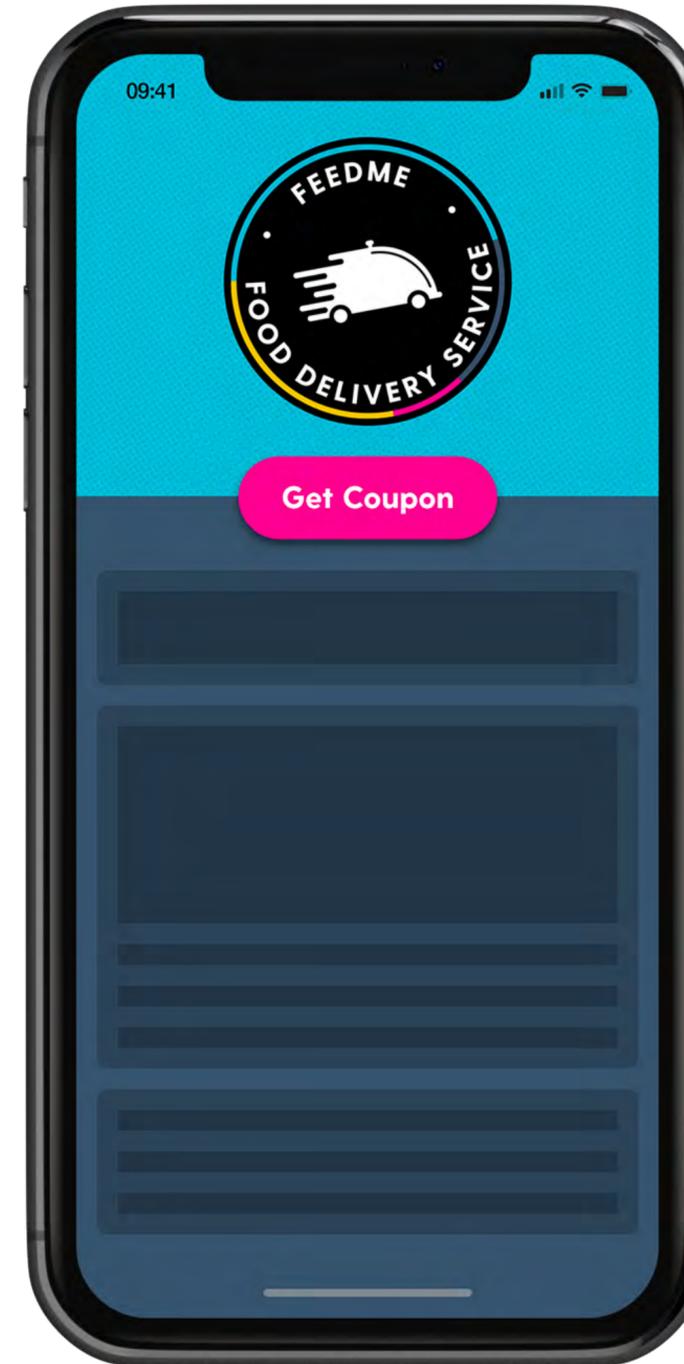
INTERACTIVE AD UNITS

GOAL: COLLECT ZERO-PARTY DATA THROUGH INTERACTIVE AD UNITS

Combine the reach of traditional ad targeting with interactive digital experiences that collect zero-party data, preference insights and other information you need to truly personalize your marketing efforts.

Using interactive ad-units, you can transform even the smallest ad placements into experiences your customers will want to engage with.

Why not try... Use coupon incentives such as a 5% off your next order to drive participation. By creating a value exchange, visitors will be more willing to provide their personal data; leaving you with masses of zero-party data that can be reused with future, targeted marketing activities.



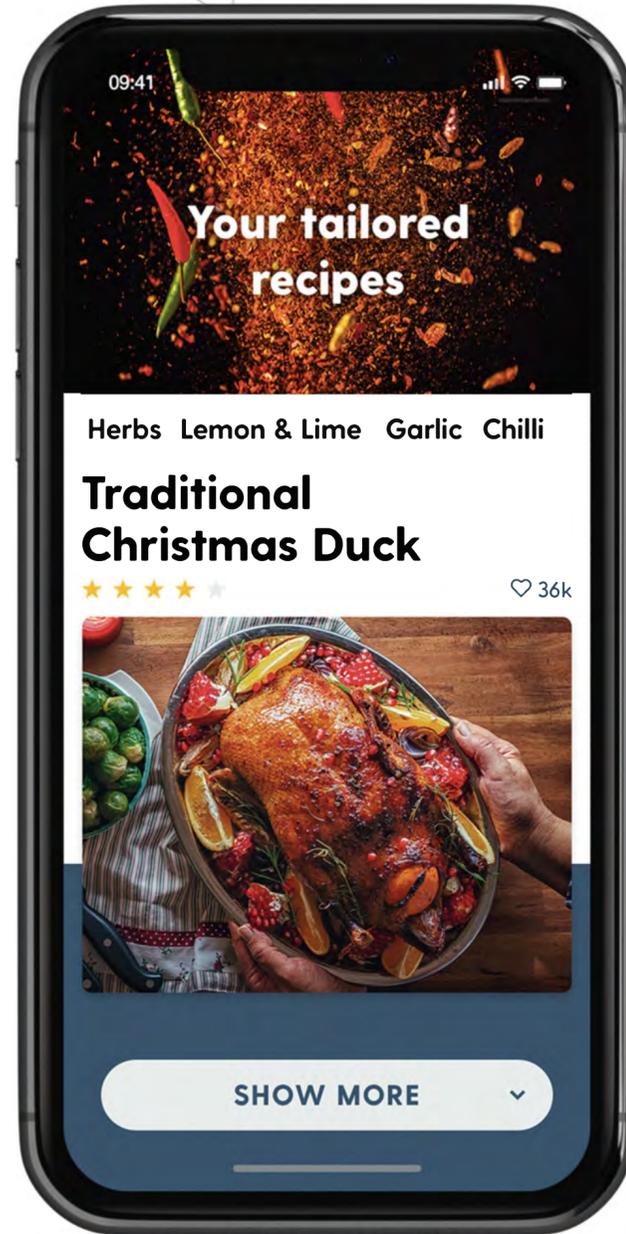
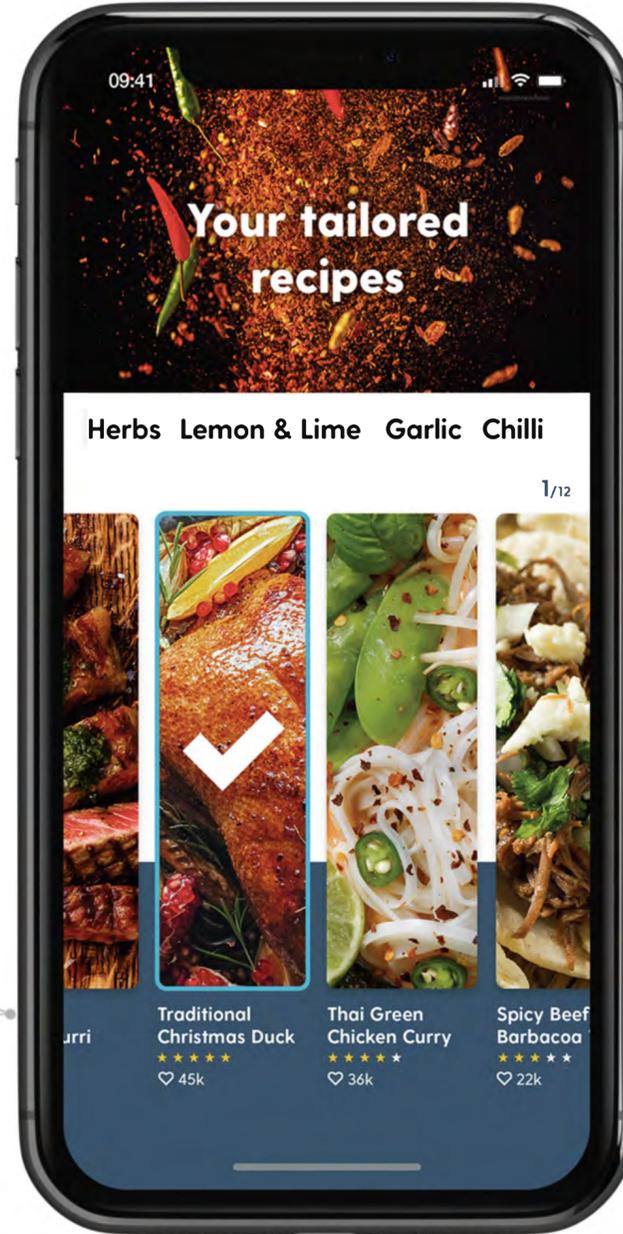
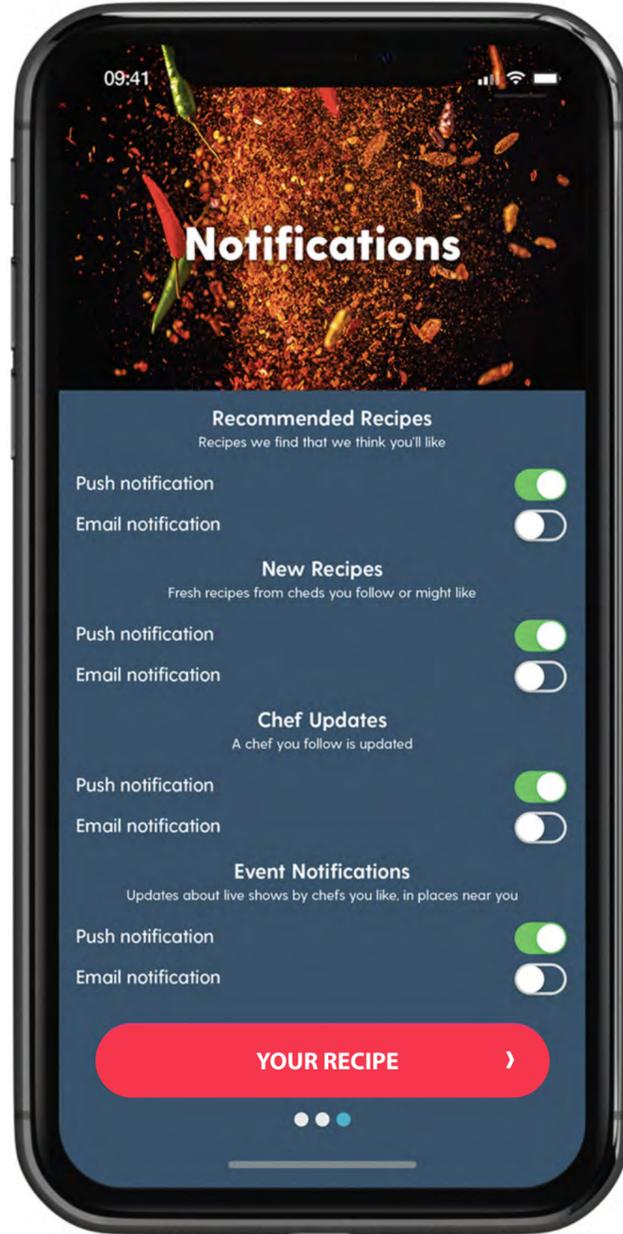
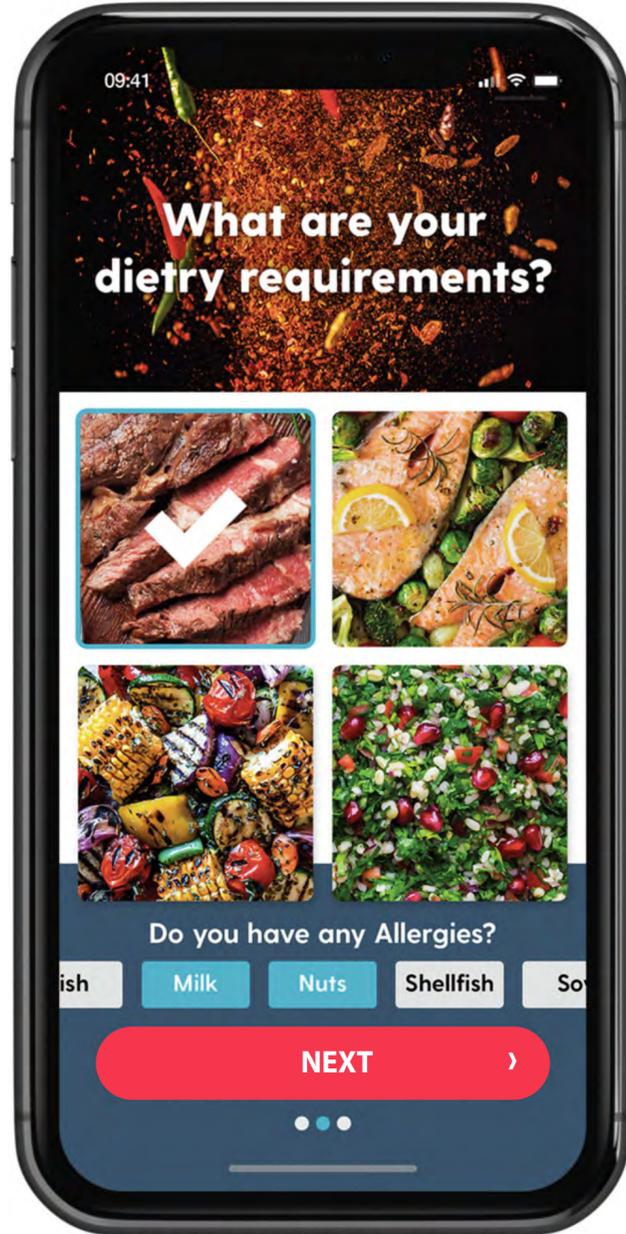
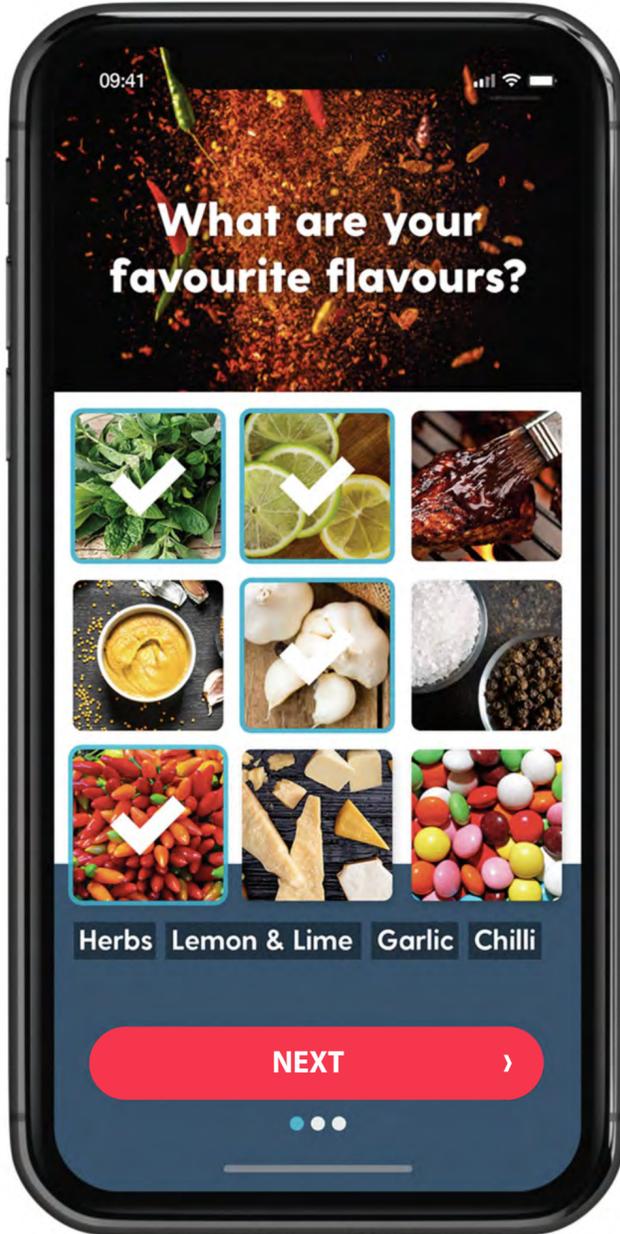
PRODUCT PICKER QUIZ

GOAL: COLLECT ZERO-PARTY DATA TO PROVIDE PERSONALIZED PRODUCT RECOMMENDATIONS

Scientists call it 'choice paradox' - the difficulty in encouraging customers to buy when you have such a wide product range. By using Cheetah Digital's product picker, brands can directly ask fans to answer a number of tailored questions around their food and beverage preferences, how they shop, and their potential budget. Through these interactive experiences, marketers can quickly and easily collect zero-party data at speed and scale, ready to better personalize their services, offers and product recommendations with no guesswork

After this information is submitted, brands can instantly present fans with a personalized recommendation, suggesting products specifically suited to them.

Why not try... Based on fans' food preferences, why not create personalized recipe recommendations to boost in-store grocery sales. Tie this all together with data capture mechanics and re-target consumers with relevant offers.



Cheetah Digital

It's time to look beyond transactional data to build thriving customer relationships that deepen at every touchpoint. With Cheetah Digital's Customer Engagement Suite, you have an entire platform at your fingertips to help you drive revenue and deliver a unique value exchange throughout the customer lifecycle.



Cheetah Experiences

We help deliver interactive digital acquisition experiences that will delight customers, collect first- and zero-party data, and secure valuable permissions needed to execute compliant and successful cross-channel marketing campaigns.



Cheetah Messaging

We enable marketers to create and deliver relevant, personalized marketing campaigns across all channels and touchpoints.



Cheetah Loyalty

We provide marketers with the tools to create and deliver unique loyalty programs that generate an emotional connection between brands and their customers.



Cheetah Engagement

Our foundational data layer and personalization engine enables marketers to drive data from intelligent insights to action at speed and scale.

Start building lasting customer relationships at cheetahdigital.com