



Febreze Says Thanks a Million - Literally

MSLGROUP and FEBREZE - Proctor and Gamble, Jan 1,2013

Summary: 2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Consumer Products

When the Febreze Facebook page hit the major milestone of one million “LIKES” last June, the brand wanted to show its appreciation in way that had *never been done before*.

The challenge was finding a way to communicate a memorable message to one million people without getting lost in the clutter of a newsfeed.

The result was The Febreze “Thanks a Million Thank-a-Thon” - a first-of-its kind, innovative Facebook event that thanked each and every Febreze Facebook fan, individually, over the course of 31 consecutive hours and broadcast live for the entire world to see.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

Full Text: **BACKGROUND / SITUATION**

When the Febreze Facebook page hit the major milestone of one million “LIKES” last June, the brand wanted to show its appreciation in way that had *never been done before*. The challenge was finding a way to communicate a memorable message to one million people without getting lost in the clutter of a newsfeed.

Staying true to the brand’s quirky character, Febreze launched the global “**Thanks a Million Thank-a-Thon**,” a live video stream event thanking each and every Febreze Facebook fan, individually, over the course of 31 consecutive hours – day and night – and broadcast live across 7 global Facebook pages. The event set records as a first of its kind live event and important innovation on Facebook.

RESEARCH

MSLGROUP first conducted research into how other brands thanked their fans when they hit major milestones. We learned that Cadbury, Kraft and Burberry created cute videos, rich media content and posted thank yous. All thanked their fans as a group. Since Facebook statistics showed more brands were reaching one million “LIKES” every day, we determined that recognizing Febreze’s achievement would require doing something out of the ordinary in order to stand out from the crowd. We also needed to do something that matched the brand personality -- quirky, fun, captivating and light - and ensure our effort created fan engagement and excitement.

Based on the brand's extensive research, Febreze knows its target audience consists of employed moms, primarily those between the ages of 30 and 54. In addition, Febreze users are

"very social" - they visit Facebook on a daily basis, with the majority of consumers on the site multiple times throughout the day. Additional P&G research into the target consumer's online habits showed she's on Facebook 93% of the time she's online, surpassing google.com, youtube.com and couponing sites. While she's mainly using Facebook – in a repeated fashion - to connect with friends and family, one of the top reasons she interacts with a brand on Facebook is for coupons and discounts.

Febreze charged MSLGROUP with creating a program to show the brand's appreciation for their one million fans in a memorable and heartfelt way, while captivating its target consumer.

PLANNING

Since the one million LIKES were on Facebook, MSLGROUP knew we had to implement our program on Facebook as well. The challenge was to create a program to communicate thank yous in a big, bold and memorable way - one that would not get lost in the clutter of a Facebook newsfeed.

Our solution: We created and would hold a Facebook Thank-A-Thon. The Thank-A-Thon would be a live streamed event on Febreze's Facebook pages and would involve Febreze employees thanking each and every Febreze Facebook fan -- one MILLION of them, each individually within a pre-determined time frame, which we set as 50 hours. Yes, Febreze would personally calling out each and every fan individually...thank you, John, thank you, Susie, thank you Bob and so on in under two full days. No other brand had thanked each fan individually; Febreze would be the first.

We knew that this event would engage Febreze fans through:

- The suspense around whether we would make it to one million thank-yous within the time limit.
- The ability for fans to interact in real-time with the Febreze brand members.
- The opportunity to get brand give-aways.
- The motivation for fans to 'tune in' to the Thank-A-Thon to listen for their names.

The brand set these objectives:

- Increase consumer engagement with current Febreze Facebook fans during the event time frame (Febreze Facebook pages engage approximately 4,000 fans during a typical three-day period).
- Leverage the event to engage new brand fans (Febreze typically gains 900 new fans during a normal three-day period).
- Generate widespread media attention around the event.

Febreze employees were enlisted to thank the fans for their support and LIKES. All levels of employees, including senior management, marketing managers, customer service representatives and sales executives, would take part in the event by saying "thank you" in interesting ways, over and over, day and night, until they reached one million.

Total program budget was < \$200,000.

EXECUTION

The Thank-a-Thon began on June 18, 2012 at 8 am EST and involved Febreze team members thanking fans and streamed in real time across Febreze's seven global brand pages (North America, United Kingdom, France, Spain, Germany, Australia/New Zealand). Employees and team members at P&G headquarters took turns thanking Febreze fans - day and night -until they thanked each and every one of the million fans. A real-time ticker kept track of their progress and kept fans engaged and coming back to the site to track our progress and see if one million people would be thanked within our allotted time frame. Real-time conversations

with fans also kept them engaged. Dedicated fans who watched the entire live-streaming Thank-a-Thon were rewarded with an online celebration and a free product giveaway on the Facebook page when the millionth thank-you was uttered.

During the Thank-a-Thon, team members also engaged fans with fun activities in the Breathe Happy Room, which was a special place set up on the brand's Facebook page. For example, we 'tortured' the thankers by bringing bad odors, all odors that Febreze can tackle such as stinky sneakers, a dead fish and a dirty litter box, into the room. Fans interacted real-time with these odor cues – telling us what stinky items we should bring into the Breathe Happy Room next and asking for personal shout outs; Febreze honored their requests and recognized the requesting fans by holding up placards with personalized thank-yous.

Engagement, buzz and awareness was also driven by:

- Securing an exclusive with *Mashable* to break the story (chosen for its online reach and shareability).
- Kick-off announcement sent to news media, bloggers, social influencers, and lifestyle and web reporters announcing. Febreze will try to set this record. Many followed the event and helped further spread awareness of our effort.
- Twitter teaser posts offering product giveaways led consumers to the brand's FB pages.

The million thank yous only took 31 hours! Far surpassing the time limit of 50 hours allocated for the event.

After the event, we sent out a video, press and photo package, to media announcing that the milestone had been reached, which helped us secure post-event coverage.

EVALUATION

The Thank-a-Thon was a huge success! It furthered Febreze's image as a quirky brand and made Febreze the FIRST and ONLY brand to thank each and every fan- on Facebook for their support.

Key results were:

- Objective: Increase consumer engagement with current Febreze Facebook fans during the event time frame
 - Results: 44,050 Febreze Facebook fans were talking about the Thank-a-Thon during the event - a 534% increase over the previous 3-day period. In addition, 150,000 product samples were awarded to fans during the event, solidifying consumer engagement and encouraging increased product trial/use
- Objective: Leverage the event to engage new brand fans
 - The event helped Febreze garner 32,632 new Facebook fans in 31 hours - a 769% increase over the previous 3-day period.
- Objective: Generate widespread media attention around the event:

Garnered 489,598,028 media impressions, with stories on the event in media ranging from (*Mashable*, *Yahoo!*, *PopSop*, *WLTT-TV (Cincinnati)* and *KATU-TV (Cincinnati)*).

In addition, P&G evaluates programs based on CPM (cost per thousand). The Thank-a-Thon had a CPM= \$0.40, which the brand says is an amazingly low number and a great measurement of the program's cost-effective success!

