

## From Freezer to Fashion Runway - alice+olivia Loves MAGNUM

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GolinHarris and MAGNUM Ice Cream, Jan 1, 2013

**Summary:** 2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Food

MAGNUM Ice Cream was coming off one of the most successful brand launches in Unilever history. We created a partnership that not only clearly established the new brand as the market leader, but marked the first time a Unilever food brand would have its name etched on a high-end clothing label now available in retail stores nationwide – creating even greater brand equity with target consumer.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

### **Full Text: RESEARCH**

With Karl Lagerfeld and Rachel Bilson, GolinHarris launched the MAGNUM Ice Cream brand in 2011 – not as an ice cream – but as a genuine fashion accessory. Why? Because we weren't selling just ice cream, but a pleasure-seeking lifestyle craved by our target consumer and brought to life by linking MAGNUM to the crème de la crème of fashion. Not only were we lauded by the fashion elite, but MAGNUM sales in year one far exceeded Unilever's projections.

In 2012, MAGNUM launched MAGNUM Mini bars, replicas of the MAGNUM ice cream bar, but just two-thirds the size. Propelled by one of the most successful launches in Unilever history, it was imperative to sustain the momentum by fostering the brand's newly established equity in the areas of luxury, fashion and the pursuit of pleasure.

Unilever was expecting similar results, but outside a launch year and its incumbent investment.

How do you trump one of the most successful launches in Unilever U.S.'s history?

In 2011, MAGNUM Ice Cream was successfully introduced to the U.S. market via the development and cultivation of the aspirational "MAGNUM lifestyle." In year two, MAGNUM would continue to engage the target and drive awareness and product trial by getting the ice cream bar into the hands of key influencers, giving consumers exclusive access to top events, and continuing to cultivate key relationships. These objectives would strengthen MAGNUM's position as a leader in the crowded Super Premium Frozen Novelty category.

The program objective was supported by specific metrics:

- Continue to position MAGNUM as the icon of premium, adult, chocolate, indulgent pleasure.  
(Metric: Achieve 3.6 percent trial and 30 percent repeat)
- Drive media and consumer awareness for the launch of the MAGNUM Mini line.  
(Metric: 675 million total media impressions)
- Engage a new generation of potential MAGNUM lovers with fresh and meaningful lifestyle experiences that embody MAGNUM and are unique to an ice cream brand.  
(Metric: Grow each MAGNUM social branded channel by 50 percent through combined

activations)

Working in tandem with MAGNUM's ad/media buying agency, we learned about and defined the MAGNUM target as Michelle: a discerning woman in her late 20s who actively strives to live her life to the fullest. She lives in an urban city and is on the second or third rung of her career ladder with a HH income of \$75K, which leaves some disposable income to play with.

Michelle works hard during the week, and when it comes to the weekend, she likes to play hard. For her, small luxuries and indulgences give her pleasure and she feels justified treating herself to things that she really wants. Although she sees pleasure as a natural, supportive and enhancing aspect of her life, sometimes she takes pleasure for granted.

She's social and very socially connected, always a "like," Tweet, "pin," pic or text away from her friends who are her most important influencer. She's fashion-forward and proud of the brands she wears, carries and consumes, taking her cues from pop culture trend-setters. Her brand affinities are rivaled only by her desire to chase and embrace the pleasures in life.

## PLANNING

**Consumer Behavioral Analysis:** Using Anthrographics, GH's behavioral research model, we further identified the behaviors that would resonate most with our consumer segment and merged her three biggest passions: shopping, movies and pop culture. This offered us additional insight into our target, Michelle, and helped us deliver significant campaign ideas that Michelle responded to in a big way.

**Influencer Mapping:** Through a mix of GH's TMI (Trusted Media Index), Sysomos and Twitter, we were able to identify our top tier traditional and social media influencers, who were critical throughout the campaign and instrumental in the results generated. In year one, we learned where Michelle found her fashion tips, celeb gossip and indulgences. These targets ranged from classic authorities like *Women's Wear Daily* and *InStyle* to influential bloggers such as Fashionologie and Who What Wear, whose content is being read and shared by Michelle on a daily basis via Facebook, Twitter and Tumblr. Through Twitter engagement, we discovered Michelle was taking and sharing photos using Instagram (and pinning them on Pinterest), which included photos of fashion and food, helping us develop our social content strategy for Instagram and enhance our Twitter content to match her interests.

How do we get Michelle, who already knows MAGNUM as an indulgent, pleasure-seeking brand, to connect with the new MAGNUM Mini? The answer: the mini skirt. We would find a way to produce a MAGNUM mini skirt in honor of the new MAGNUM Mini – the first-ever designer apparel item inspired by a frozen food and sold in fashion boutiques nationwide.

## EXECUTION

No one does minis better than Stacey Bendet of the fashion house alice+olivia. So, in honor of the upcoming launch, Stacey turned to MAGNUM as her muse and created two mini-skirts inspired by the MAGNUM Mini Classic and MAGNUM Mini Almond varieties.

We announced the exclusive partnership with alice+olivia on fashion's biggest stage: New York Fashion Week. In a stylized video at a VIP launch event, Bendet teased top influencers with details of the unique partnership and revealed she would design two MAGNUM-inspired mini-skirts that she would not only produce, but sell as part of her spring collection.

As September Fashion Week approached, an *InStyle* exclusive broke more specifics on the partnership, including skirt sketches, which cascaded to fashion outlets both on- and off-line. Fashion's elite and notable celebrities got a first glimpse of the actual skirts, worn by models alongside the complete alice+olivia 2013 Spring Collection during the brand's official September Fashion Week presentation. Guests nibbled on MAGNUM Mini bars while viewing the collection.

And, better still, the sequined and gold-embellished mini-skirts went straight from runway to retail as a limited-edition run on sale for \$396 at select boutiques nationwide under the label “alice+olivia loves MAGNUM.”

## EVALUATION

For the first time in Unilever history, one of its food brands took an idea from Fashion Week runway to fashion house retail, with its name stitched into a clothing label and, thus, into fashion history. GolinHarris provided Unilever with a new channel in which to communicate to its consumers and a new way to continue to foster brand equity.

We generated mass awareness for MAGNUM, reaching Michelle in the highly targeted media she devours.

- **Goal:** 675 million total media impressions
- **Achieved** 1.22 BILLION total media impressions to date, including traditional media, social media and online engagement (exceeding goal by 80.7%)

We ignited a conversation with our core consumer in the U.S., drawing in new pleasure-seekers via branded social channel engagement, and taking our Instagram and Tumblr presence to new heights.

- **Goal:** Grow each MAGNUM social branded channel by 50 percent through combined activations
- **Achieved significant follower/fan growth on social branded channels:** Instagram (2,126%), Tumblr (537%), U.S. Facebook (140%) and Twitter (71%)

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