

Marketing Society Award Entry 2024
Category: Brand Evolution
Brand: Chupa Chups
Campaign: "World of Lollipops with AI"



Summary (Max 300 Words)

Chupa Chups "World of Lollipops with AI" campaign epitomizes the zenith of brand evolution, leveraging groundbreaking artificial intelligence to redefine engagement in the confectionery sector. This campaign, at its heart, was an ambitious venture to merge the limitless creativity of children with the boundless possibilities of digital technology, transforming simple ideas into interactive visual stories. By navigating through the complexities of digital safety and advertising regulations, this initiative not only safeguarded its young audience but also fostered a space for creativity and engagement, underscoring the campaign's innovative spirit and strategic acumen.

The campaign's impact was profound, evidenced by staggering digital engagement metrics—**265k microsite visits, 86k unique creations**, and substantial social media interaction. These figures, coupled with a notable boost in sales and market share, are a testament to the campaign's effectiveness in resonating with its audience and driving business growth. Beyond these achievements, "World of Lollipops with AI" significantly contributed to the marketing industry by showcasing the potential of AI in enhancing consumer-brand interactions, setting a precedent for future campaigns.

In facing the inherent risks of pioneering AI in marketing to children, the campaign demonstrated exceptional risk management, balancing innovation with responsibility. This delicate equilibrium not only protected the brand's integrity but also reinforced its position as an industry leader in digital engagement and safety.

"World of Lollipops with AI" is more than a campaign; it's a beacon of innovation, advocating for the marketing industry's role in driving brand evolution and digital engagement. It exemplifies how strategic foresight, coupled with creative and technological prowess, can overcome contemporary challenges, paving the way for future advancements. This campaign does not merely reflect Chupa Chups' commitment to innovation but also underscores the marketing industry's capacity to shape the future of brand-consumer interactions in an ever-evolving digital landscape.



Figure: Images of AI generated World of Lollipops, personalized to each child with their name

What was your objective and why was this important to the business?

In an era where digital transformation dictates market leadership and consumer engagement, Chupa Chups embarked on a groundbreaking journey to redefine its brand-consumer interaction, particularly with its younger audience. Our primary objective was to utilize cutting-edge artificial intelligence (AI) technology to transform children's creativity into interactive visual stories, revolutionizing how they connect with brands. This initiative was not merely about staying ahead; it was about setting a new standard in a competitive confectionery market increasingly influenced by digital-native consumers.

Understanding the digital landscape's rapid evolution and the stringent advertising guidelines surrounding children, Chupa Chups recognized the urgent need to innovate while ensuring a safe and engaging platform for our audience. By pioneering a technology-led campaign that allowed children to see their imaginative ideas come to life, we aimed to navigate these challenges creatively and effectively. This strategy was crucial for maintaining our relevance and appeal, ensuring that Chupa Chups remained synonymous with innovation and joy in the digital age.

This ambition propelled us to the forefront, not just as a brand that sells confectionery, but as a leader in digital engagement. The move was vital for several reasons:

- **Staying Relevant:** As digital natives, today's children expect interactive and engaging experiences. By meeting these expectations, Chupa Chups cemented its place in their digital world.
- **Navigating Advertising Guidelines:** By leveraging AI to create a user-generated content (UGC) driven campaign, we could engage with our youngest consumers in a brand-safe manner, turning regulatory challenges into opportunities for innovation.
- **Market Leadership:** This initiative was about leading by example. In an industry hesitant to directly target children due to stringent guidelines, Chupa Chups embraced technology to create a safe, engaging, and immersive brand experience.
- **Technological Integration:** At its core, this campaign was a bold step toward integrating advanced technology into marketing strategies, setting a new benchmark for consumer-brand interaction in the confectionery sector and beyond.

By achieving this objective, Chupa Chups strengthened its market position and transformed brand-consumer interactions through innovation and security, securing its appeal and relevance in the digital era.



Figure: Creative announcing Grand Prize to Disney Land Paris & weekly Birthday parties as incentives

What new strategies and creative and innovative approaches did you take?

Pioneering Engagement through AI

This campaign marked a revolutionary leap from traditional marketing paradigms to a futuristic convergence of technology and imagination. By harnessing the power of Stable Diffusion AI, we embarked on a mission to create a digital playground where children's creative thoughts were transformed into personalized digital art. This strategic pivot addressed the need for engaging digital-native consumers and navigated the intricate web of advertising guidelines with an innovative, safety-first approach.

UGC-driven Campaign

Central to our strategy was the creation of a user-generated content (UGC) movement, a novel approach that empowered families to participate and share their boundless creativity. This initiative fostered a communal digital space, encouraging active participation across our platform and social media channels, far beyond the confines of traditional marketing communications. By

leveraging UGC, we transformed passive viewers into active creators, building a vibrant community around our brand.

Navigating Safety with AI: A Strategic Commitment

Our selection of Stable Diffusion AI was underpinned by a commitment to digital safety. The technology was meticulously configured to filter out content associated with 539 restricted words, ensuring a safe environment for our youngest creators. This deliberate focus on safety was not just a technological feat but a testament to our dedication to creating a secure and inclusive platform for all participants.

Strategic Collaborations and Experiences

The campaign's allure was magnified through strategic collaborations and the promise of unforgettable experiences. Our partnership with Spacetoon and the offer of trips to Disneyland Paris served not only as incentives but as integral components of an immersive brand narrative, blending marketing with storytelling. These elements elevated the campaign from mere advertising to a memorable journey, enriching the brand experience with layers of engagement and excitement.

A Dual-Pronged Approach: Captivating Parents and Children

Recognizing the crucial role of parents in reaching our target audience, the campaign employed a dual-pronged strategy. The launch of a bespoke microsite and the use of incentives like themed birthday parties and Disneyland Paris trips were strategically designed to engage parents as partners in their children's creative endeavors. This approach not only broadened our reach but also deepened our engagement, creating moments of joy that transcended the digital experience.

Leveraging Technology and Media for Maximum Impact

Our innovative use of technology extended to the strategic selection of Stable Diffusion AI for its rapid rendering capabilities, capturing children's attention instantly. The campaign was further amplified through a mix of popular social media channels, digital Out-Of-Home elevator screens, and gaming platforms, ensuring wide visibility and engagement. This multi-faceted approach

allowed us to weave our campaign into the daily lives of our target audience, making "World of Lollipops with AI" a topic of conversation and a hallmark of innovation.

Setting a New Benchmark in Marketing Innovation

Over five weeks, this campaign unfolded with an array of creative assets designed to maintain engagement and excitement. Through meticulous planning and the strategic integration of technology and media, we delivered a pioneering marketing initiative that transcended traditional boundaries. Our campaign not only achieved its objectives but also set a new industry standard for technology-driven brand engagement, reinforcing Chupa Chups' position as a leader in innovation and a beacon of creativity in the digital age.



Figure 1: The winner of the grand prize of the competition in front of the Tour Eiffel

Figure 2: The winner of the grand prize of the competition taking photos of Chupa Chups' lollipops in front of the Tour Eiffel

What were the risks?

Chupa Chups' ambitious journey through the "World of Lollipops with AI" campaign presented a groundbreaking endeavor in the confectionery and marketing world, especially in engaging the younger demographic with AI. This innovative path, while full of potential, came with its inherent risks, primarily surrounding data privacy, child safety, and the balance between creativity and compliance with stringent regulatory standards.

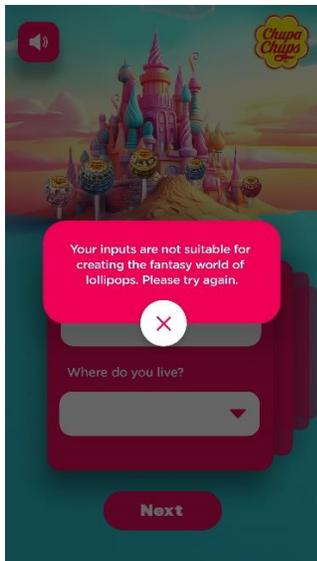


Figure: Highlighting safety protocols that were followed to ensure brand safe and child safe

Risk 1: Data Privacy and Child Safety in AI Implementation

The use of AI technology, especially in contexts involving minors, raised significant concerns about data privacy and child safety. The novelty of applying AI in this manner meant navigating a landscape with few precedents, especially regarding consumer reception and the ethical use of AI. **Mitigation Strategy:** To address these concerns, Chupa Chups, in compliance with Perfetti Van Melle's (PVM) guidelines, adopted an AI solution with advanced content filtering capabilities. The Stable Diffusion AI was meticulously configured to not generate any imagery associated with 539 restricted words, ensuring a safe platform for children to express their creativity. Additionally, the AI tool was designed to operate without storing personal data, further safeguarding privacy.

Risk 2: Balancing Innovation with Regulatory Compliance

Pushing the boundaries of digital marketing towards children posed the risk of non-compliance with existing advertising regulations. The innovative nature of the campaign, while setting a benchmark, also ventured into the complex territory of adhering to PVM's stringent guidelines and global advertising standards.

Mitigation Strategy: The campaign was carefully crafted to align with all regulatory standards without compromising its innovative spirit. This was achieved through proactive dialogue with

regulatory bodies and constant review processes, ensuring that every aspect of the campaign—from the AI technology used to the user-generated content—was compliant and ethically sound.

Risk 3: Ensuring Content Quality and Brand Alignment in UGC

The shift towards a user-generated content (UGC)-driven campaign introduced risks related to content quality and brand alignment. The open nature of UGC posed potential challenges in maintaining a brand-safe environment and ensuring that all contributions were appropriate and in line with Chupa Chups' brand values.

Mitigation Strategy: A robust moderation mechanism was put in place, utilizing both AI and human oversight to review and approve submissions. This dual-layered approach ensured that all user-generated content adhered to the brand's high standards of quality and alignment, maintaining a positive and safe environment for participation.

The risks were skillfully managed, enhancing safety and compliance while innovating in digital marketing. This approach protected the brand's reputation and underscored its leadership in digital innovation and child-friendly marketing, establishing new industry benchmarks for safely engaging young audiences with creativity and innovation.



Figure: One of the 8 birthday parties organized for the winner with Spacatoon characters

What were the measurable results?

Our innovative approach, blending advanced AI technology with a user-centric marketing strategy, not only met but significantly exceeded our initial objectives, marking a pivotal moment in Chupa Chups' history.

Engagement and Digital Footprint

- **Microsite Visits:** The campaign attracted a staggering **265,000 visits** to our AI microsite, showcasing the immense interest and digital foot traffic generated by our innovative platform.
- **Unique Creations:** A total of **86,000 unique, AI-generated images** were created, each a testament to the creative engagement and personalized experience offered to our audience.
- **Social Media Engagement:** With **4,365 shares** of AI-generated content, the campaign demonstrated exceptional social media virality and engagement, amplifying our brand's presence and interaction with consumers.

Sales Growth and Market Share Expansion

- **Sales Increase:** The campaign catalyzed a **15% month-over-month sales growth**, directly correlating our digital engagement efforts with tangible business outcomes.
- **Market Share Gains:** We achieved significant market share increases, with a **130 basis points (BPS) month-on-month** and **170 BPS quarter-on-quarter** growth, underscoring the campaign's effectiveness in enhancing our competitive position.
- **Year-Over-Year Growth:** Comparatively, there was a **16% growth versus the same period last year (SPLY)**, further highlighting the campaign's role in driving sustained business success.

Enhanced Brand Metrics Across Key Markets

- **Kingdom of Saudi Arabia (KSA):** Experienced an **18% increase in Top of Mind (TOM)** awareness, a **5% rise in consideration**, and a **7% boost in purchase intent**.
- **United Arab Emirates (UAE):** Saw a **49% TOM increase**, an **11% uplift in awareness**, and a **2% growth in both consideration and purchase intent**.

Efficient Resource Allocation

- Return on Investment (ROI): The campaign achieved an ROI of **1.25**, demonstrating an efficient use of resources, with the production to media budget ratio set at just **6%**.

Leadership Endorsement

Milad Rouhana, Managing Director of PVM MEAP, provided a compelling endorsement: *"Together with Wavemaker MENA, we have demonstrated how technology and creativity can collaborate seamlessly to surprise and delight consumers. The success of the 'AI World of Lollipops' campaign has left us eager to expand this innovative campaign across other international markets and to see where the continued excitement around it can take us."*

This quote articulates the enthusiasm and confidence in the campaign's potential to foster global engagement and growth, reinforcing the narrative of successful brand evolution.

This campaign marked a pivotal moment in Chupa Chups' evolution, showcasing the impact of merging technology with marketing to advance the brand in the digital era and establish a foundation for future initiatives, reinforcing its leadership in the confectionery sector.

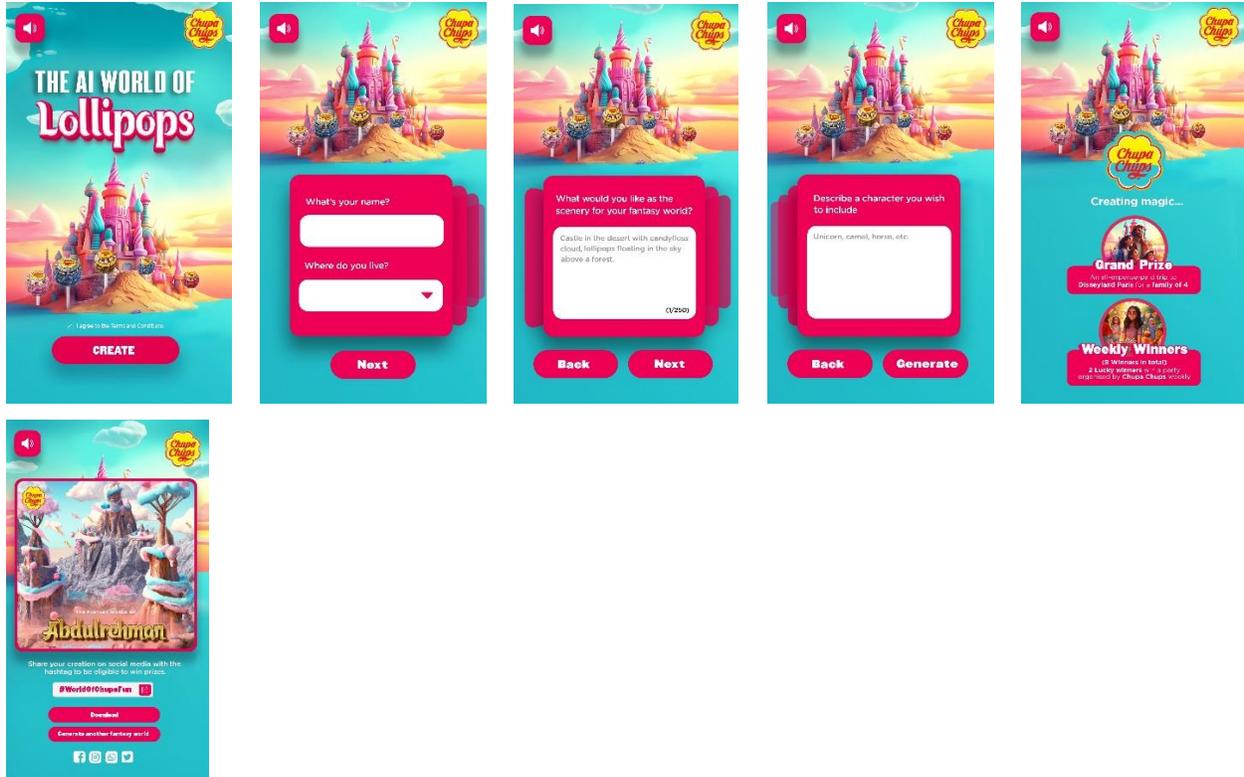


Figure: Bespoke website with Gen AI integration to create your fantasy "World of Lollipop"

How does your work advocate the reputation/importance of the Marketing industry?

Pioneering Brand Evolution Through Innovation

The "World of Lollipops with AI" campaign by Chupa Chups, in collaboration with Wavemaker MENA, stands as a testament to the power and importance of the marketing industry in today's rapidly evolving digital landscape. This initiative has not only propelled the brand into new heights of consumer engagement and market share growth but also underscored the marketing industry's critical role in driving brand evolution and adapting to societal changes through innovative technologies.

Showcasing the Power of Creativity and Technological Integration

At its core, this campaign exemplifies the transformative potential of integrating advanced technology like AI into marketing strategies. By creating a digital space where children's creativity is turned into interactive visual stories, Chupa Chups has demonstrated the industry's ability to foster deep and meaningful connections between brands and consumers. This initiative highlights the significance of creativity, technological adeptness, and strategic foresight, proving that the marketing industry is at the forefront of innovation.

Setting New Standards for Consumer Engagement

"World of Lollipops with AI" serves as a beacon for the marketing industry, showcasing how embracing innovative approaches can navigate the challenges of the digital age while driving brand growth. The campaign has effectively demonstrated how marketing can move beyond traditional boundaries to engage consumers in unique and memorable ways, setting new standards for the industry.

Contributions to Best Practices and Thought Leadership

This campaign has bolstered the marketing industry's reputation by illustrating that marketers are not just promoters but pioneers at the intersection of technology and consumer engagement. It has contributed significantly to best practices in digital marketing, especially in how to safely and effectively target younger audiences in a digital world. The success of this initiative encourages a rethinking of how brands can use technology to create engaging, interactive experiences that

resonate with their audience, fostering advancements in marketing techniques and thought leadership.

This campaign highlighted the marketing industry's role in driving innovation and engaging consumers, showcasing how technology can enhance brand experiences and influence consumer behavior in the digital age.



Figure: Grand prize winning entry, showing the fantasy world of Nayana. A middle eastern souq, filled with color & lollipops