

UFI Marketing Awards entry: Personalised Marketing in the Hi Europe Campaign

Hi Europe bakes the perfect cake

In France they eat macaroons, in the Netherlands stroopwafels, in Germany stollen, in the UK a Victoria Sponge. Every culture has their individualities and specific tastes, just as every professional has their own business needs and objectives. Early in 2014, the Health ingredients Europe team came together to create a recipe for the perfect cake, one that would have a slice for everyone. Using a combination of the right marketing ingredients and a detailed baking method with only the best techniques, they set out to create the perfect Hi Europe personalised marketing campaign. The team chose a trusted, previously used recipe and decided to research some new ingredients and practices they could add to the mix, in order to cater for everyone's tastes – to make a cake that was better than ever before!

Step 1: THE INGREDIENTS: Our objectives

- **To achieve a total onsite attendance of 7,703** targeted industry professionals at the show, an increase of 10% on 2012 attendance (7,003)
- To increase the level of purchasing power of our visitors to 80% in 2014 versus 71% in 2012
- To increase our NPS score by 5 points from -5 in 2012 to 0 in 2014

1.1 The cake eaters: Who were our target audience?

We were looking to entice food and beverage industry buyers living in Europe's major markets (including Germany, Benelux, France, and Switzerland), to attend and network with food ingredients suppliers at the event. These buyers worked in the following areas:

- Manufacturers and producers of food, beverages & supplements
- Retailers and category managers
- Ingredient manufacturers, suppliers, traders and distributors
- Food packaging, safety, quality and services specialists

1.2 Baking techniques – trying out new cooking methods: Taking a different approach to the campaign

- We decided to personalise our campaign and segment our target groups
- We divided the target audience into different customer groups based on their business challenges
- We analysed job titles, areas of interest and key geographical regions for all marketing activities throughout the campaign (versus previous campaigns where we focussed solely on reaching the onsite visitor attendance target)
- As an individual's culture and food tastes are intrinsically linked, we carefully worked to cater our cake for all tastes
- We decided to invest additional resources into **translating** all of our campaigns into Dutch, German, French, Italian and Spanish for our core target markets

1.3 The icing on the cake: Sprinklings of added flavour

- Our customers groups would receive direct marketing messages in their own language, with content of specific interest to them
- By looking at their previous years data, we highlighted exhibitors to them who could provide the specific ingredients they were looking for and who could match their sourcing needs
- After they registered, we sent them updates on such ingredients, suppliers and industry trends were provided to them via pre-show content in the form of marketing reports, blogs and social media and onsite via content in the form of visitor features which provided the information, suppliers and innovations they were looking for

Step 2: THE METHOD: Actions undertaken to achieve our objectives

In order to bake the perfect cake, we had to pay attention to detail at every part of the baking process. We would use both traditional methods like whisking and sieving, but we also looked at adding some icing and decorating techniques for the finer touches. We ensured to use a healthy balance and range of ingredients and to add the right content served at the right time, so as to entice the visitors in to register when they were hungry for more!

Step 1: Create personalised email campaigns

- Messaging created around **specified interests** of our visitors at the pre-registration stage plus the key market trends advised by our research stakeholders, e.g. key exhibitors in a specific area (e.g. health ingredients), content available on one area (e.g. salt reduction), content available onsite (e.g. proteins)
- All data lists were segmented
- All emails were split tested and translated
- Various HTML templates were newly designed and tested

Step 2: Create a targeted Direct Mail campaign

- We focussed for the first time in postcard campaigns on the **city message**. Hi Europe took place in Amsterdam and we felt the city would have an additional draw and a tourism appeal for our audience
- We designed new vector creatives, different to the design and branding we had previously used for this channel, and we split test them against our ingredients branding
- The newly designed vector creative proved more successful in our split test, so winning creatives were then reused

Step 3: Utilise social media channels to target the individuals via personal messaging

- To accommodate all cultures and countries, we used multiple social media channels and translated various posts on LinkedIn, Facebook, YouTube and Twitter
- We used a key marketing tool called Xibo, which allowed us to target individuals on LinkedIn by job title, region and company type, by placing a personal email directly in their LinkedIn inbox

Step 4: Create a separate, personal user journey and experience for our VIPs

- 39% of our visitors were C-Suite level and so we created a high end, luxurious visitor package for this audience, including a networking event on a boat along the Amsterdam canals
- Potential VIP visitors were phoned individually and were personally invited to Hi Europe by UBM staff
- Many VIPs were on a first name basis with UBM staff onsite and gave positive feedback on their VIP experience

Step 5: Conduct a remarketing campaign to follow those interested in Hi Europe

- Extensive digital campaign carried out including search, adwords and remarketing
- Remarketing allowed us to 'follow' people around online and target them via their personal interests
- All materials were translated for the European markets

Step 6: Create onsite visitor features for each of our target groups

- A selection of free, onsite visitor features were created - topics all related to registered interests of visitors and focussed on market trends and topical areas
- In order to accommodate so many topics of interest, each visitor feature provided a wide variety of content and so had something for everyone

Step 7: Enhance the onsite visitor experience

- The Hi Europe team created goals to personally enhance and improve the visitor experience onsite on a one-to-one basis
- Visitors were helped individually, encouraged to sign up for features of interest, introduced to exhibitors, helped to download the app etc. Our teams always work with a policy of bringing the visitor to where they need to go with a policy of 'let me take you there'

2.2 Problems in the kitchen!

As always, there were spillages, breaks and even some overcooking! But we handled the problems well and learned from the tougher parts of the recipe, turning the more difficult tasks into solutions to make the cake even better!

- Measuring exact conversion via certain channels => we made use of a tool called Shortswitch and created easy call-to-actions from which we could track users from harder to track channels such as print
- Managing such an extensive database => by creating targeted messaging and segmenting our data for each campaign, we were able to reach our entire database but with the right message. This also ensured we didn't spam them.
- Managing such a high volume of content, we had a large number of areas to cover in our content in order to cover all topical industry areas => by creating multiple visitor features and partnering with numerous content partners, we brought a calendar of educational content to the show floor to cater for all visitor demographics and interests

2.3 Hiring extra chefs

While we put together a great recipe and baking method, we still needed some help in the kitchen to get the finer details right. We hired:

- **A sous chef:** an innovative design agency called Pink to design our new marketing creatives and bring new ideas to the table
- **A commis chef:** a PR agency in Germany to bring our news and information out into the targeted media, liaise with key press on an individual level and speak with the German markets in their first language
- **Pastry chefs:** we partnered with a number of key content partners to deliver a complete educational agenda, for example experts Leatherhead Food Research created the Discovery Tours, Nutrimarketing created the Innovation Tours
- **Chef de Partie:** we hired digital experts Silverstream to create our onsite feature, FiTV.16 screens were located around the show floor with a large screen in the registration area. Exhibitors and visitors were interviewed and show highlights were streamed throughout the show. This created a WOW effect and added a real buzz to the show floor throughout the event

3. THE FINISHED CAKE! Results of the campaign: qualitative & quantitative

When the icing and decoration was complete, the final product catered for all of the individual tastes, and received very positive feedback from the cake eaters! The end results of the personalised marketing campaign showed an over achievement by the Hi Europe team on our objectives. We delivered a high quality product and reached the targets we set out to achieve.

- 8,807 visitors onsite = **+14% ahead of target** and **+26%** versus previous edition in 2012 (**ABC audited figures**)
- NPS score increased to 0 in 2014 from -5 in 2012 to 0 in 2014
- Purchasing power attendance increased by 5% from 71% to 76% edition on edition

3.1 How many cakes were eaten? The Quantitative results

Personalised email campaigns

- **Open rates doubled** vs. 2012 edition to 16% and the click thru rate increased to 9.8%!

Direct Mail

- 5 Direct Mail campaigns sent to 63,730 people and achieved a 1.5% conversion rate

Social Media

- XIBO campaign – 4,528 LinkedIn In messages sent with a conversion of 892
- Facebook – **280% increase** by the show since January 2014 to 11,004 likes
- Twitter – **98% increase** by the show since January 2014 to 2,981 followers
- YouTube – **91% increase** on subscribers (23 in 2013, 44 in total)
- 128 people tweeted about the event in 2014 with our #HiEurope2014
- Twitter reach of 350,592

Digital and remarketing

- We saw dramatic growth in online activity and 660 registrations from our digital campaign
- Our website views **grew by a whopping 126%** and **our unique visits grew by 121%**!

Features

- There were over 3.5K visits, interactions and uses of our 11 visitor features onsite!

3.2 What did people say about our baking?: The Qualitative results

- “HiE is the place to learn about new trends in the food industry, find new suppliers and new products. I find lots of business contacts here and I stay up to date on new developments.”
Sales Manager Cosmetics, & Food, Sachtleben
- “HiE is a contact builder, I have signed new contracts and I have many leads that will hopefully turn into new business in the future.” **Managing Director, Hunza Organics**
- “Health ingredients Europe allows me to find new ingredients that I didn't know about, to improve our business and open new markets. The value of the show is that in 3 days I can do what it would take me months to do by researching the internet and visiting one supplier at a time”. **R&D Manager, Eurogerm**

3.3 Health benefits of the Hi Europe cake: The benefits for our customers and company

For our customers: Hi Europe provided a global meeting place for nutritional food and beverage professionals and innovation. We created a buzzing B2B event – a place to source suppliers, solutions, innovations, partnerships and information. Through our targeted and personalised marketing campaign, we reached out to the right audience and customers for our exhibitors, and created a personalised experience and platform for achieving their business objectives over 3 days.

For our company:

- 76% of 2014 stand revenue was booked for 2016 onsite, compared to 69% stand booking achieved in 2012
- Our visitor Net Promoter Score grew by 5 points versus the 2012 edition to 0 from a -5
- Hi Europe brought over 8,000 visitors through the doors – 26% more than the previous edition

Through a combination of healthy, balanced ingredients, a trusted recipe with some newly added techniques and an array of extra ingredients for icing and decoration, the Hi Europe team created the perfect cake! Not only did the personalised marketing campaign deliver a slice for everyone, but it got completely eaten!