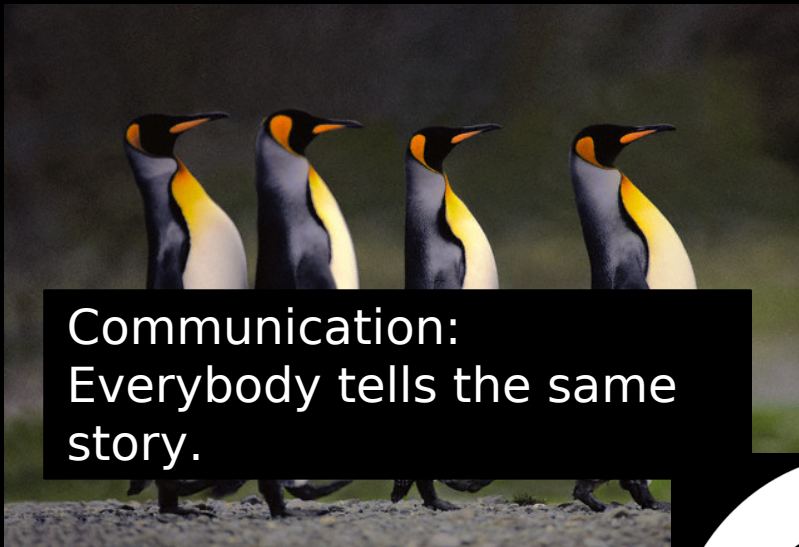

Case Study

Energizer Ultimate Lithium
It's what's inside that counts.

Juni 2009

Case

- Communicate: Energizer Ultimate Lithium Battery is the 'must have' battery for digital and high drain devices
- Deliver: key messages regarding the consumer benefits of using Ultimate Lithium
- Raise: the profile of Energizer and generate high quality editorial coverage across appropriate media channels
- Drive: traffic to the Energizer website: www.energizer.co.uk



Communication:
Everybody tells the same
story.



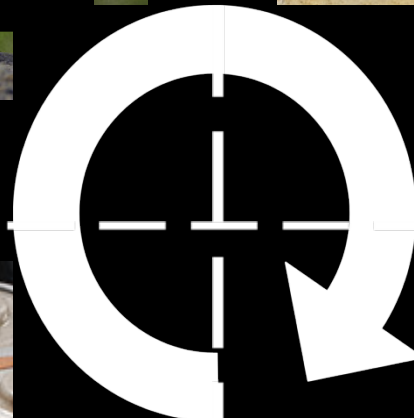
Market:
Decreasing
interest
in batteries.



Competitors:
Intensive.



Consumer:
More difficult to
catch.



Who is Energizer's audience



Four target groups vs one battery

Ultimate Lithium Battery

CONSUMER MOTIVATION

I'm really interested in new products and innovations and of course to save money.

CONSUMER POSITIONING

Sophisticated. I want maximum fun with my products.

EMOTIONAL BENEFIT

Energizer Ultimate Lithium battery give my gadgets and high drain devices maximum power supply.

CONSUMER INSIGHT

I'm confused about the possibilities. I don't know what is the best for me.

BRAND ESSENCE

The longest lasting batteries in the world.

REASON WHY

The Ultimate Lithium is proven to last up to 7 times longer in digital cameras and provides 60 h vs. 35h with standard alkaline in a Nintendo Wii.

CONSUMER NEEDS

I need something reliable, quality and would not just die out on me when I least expect it.

BRAND VISION

Energizer/ Ultimate Lithium battery supports me to get the best choice for my products.

FUNCTIONAL BENEFIT

Ultimate Lithium Battery is the only battery with Lithium in it (size AA and AAA).

...to make it short.

The Idea

- Optional locations: Leicester Square, Covent Garden, Hyde Park...
- Time: 2 days in mid November
- Design: Big pop-up tent (ca. 8 x 8 m), wrapped up like a Christmas gift; Colored in blue and silver with only the entrance and the illuminated strapline „It's what's inside that counts.“
- Tonality: Inviting, ambient, sophisticated, exciting, thrilling
- Wow effect: Located right in the centre of London without any teasing what this is all about. People shall be driven into the cube by the invitation „It's what's inside that counts“. This creates a curiosity, which leads to an intensive brand experience within the cube itself. Just like the Energizer Ultimate Lithium works.

The Media Approach

Supporting Processes

Opening / Press Events

Competitions (Nigh Shot & Wii-lympics)

Online Communications

Testimonial: Johny Lee

Nintendo Wii as Presenting Partner

Budgeting
Booking
Scheduling
of all measures

Creating
initial buzz
Online / Offline

Integration
into the
Marketing
Communications

Establishing
Media Relations
+ Brand
cooperations

Energizer
Christmas Cube

Competition +
Brand Activities

Communication Process

Energizer Christmas Cube

Micropage

Media Coverage
Print / Online

Key Performance Indicators

- Number of comments and followers online
 - Twitter: 10.000 followers across UK
 - Facebook: estimated 600 fans
- Unique visitors on micropage
 - 20.000 UVs / month during campaign period
- Number of people who are attending to the event
 - min. 5,000 people
- Participants in the competitions
 - ca. 1,000 participants
- Quality and quantity of press articles
 - 6 to 10 qualitative publications before and after November
 - up to 12 qualitative publications (print / online) in November
- Number of journalists attending to the press event
 - 20 journalist
- Number of sales
 - increases by 6% during the Christmas period

Kontakt

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