



# Case study/ Bimbo & Vector B

Gansito Red Velvet - The Taste of Success



# About Bimbo

Grupo Bimbo was founded in Mexico in 1945, and today is one of the most loved baked goods company in the world, enjoying the highest levels of brand recognition and production volume. It is the undisputed industry leader in Mexico, Latin America and the US.

With a presence in 22 countries in the Americas, Asia and Europe, Bimbo has more than 10,000 products and more than 100 brands in its portfolio.

2.5m

RETAILERS

165

FACTORIES

\$14,500m

NET SALES IN 2015



# Bimbo & Vector B

Vector B is the advertising agency working exclusively with Bimbo.

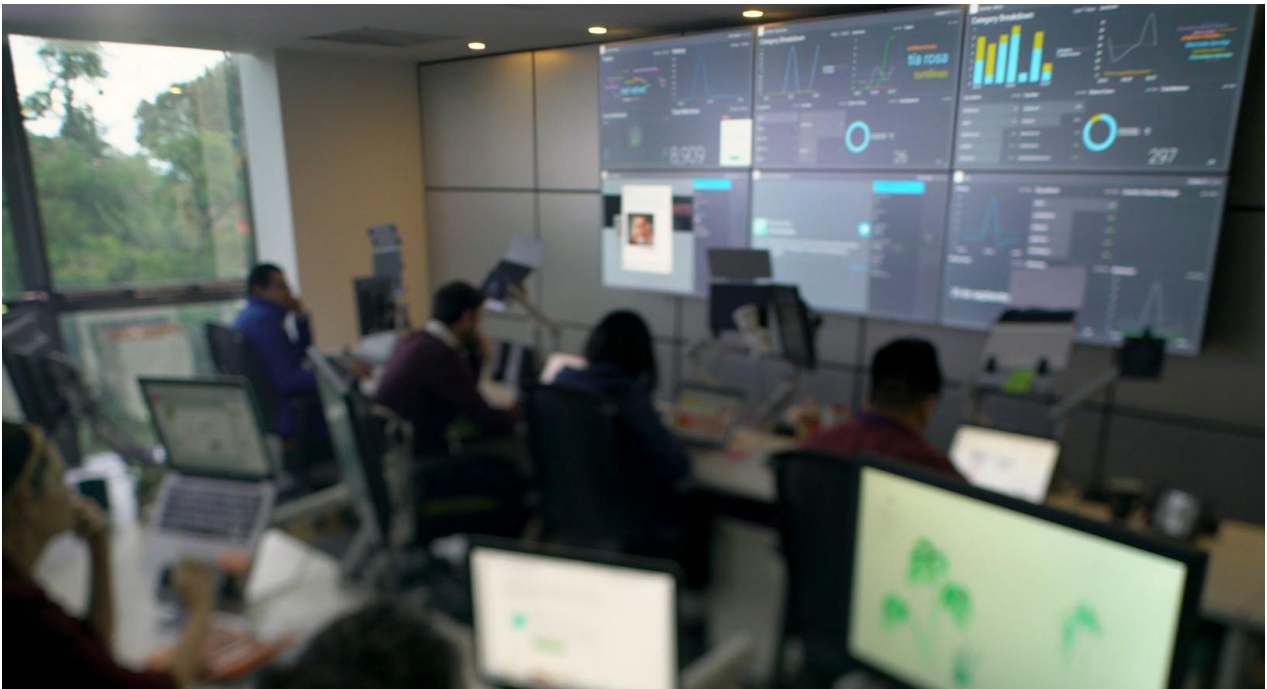
In the words of Ricardo Ibarra, Marketing Manager at Bimbo and responsible for hiring the agency, Vector B was born with the goal of breaking a “worn down traditional model” and responding to the needs of a modern brand.

The Vector B agency works across multiple disciplines within the business including planning, creative and media. The experts within the team work together across different campaigns to offer a holistic approach. The key to their success is that digital is not just one area of a campaign, but the basis of all their operations.

Brandwatch Analytics and the Vizia platform play a key role in the agency's performance. Social data is used and shared across the team, covering the following areas:

- The Lab: Listening and visualizing the consumer's voice in the Vizia platform to inspire strategies, monitor campaigns and manage the digital reputation of brands.
- Planning: Developing brand, digital and offline communication strategies. The team then plan, integrate and offer recommendations and insights based on the data gathered in the Lab.
- Social Media: This team of 12 people create content based on the strategies and insights from the Planning team.
- Creative: Work together with the Social Media team to generate creative ideas.
- Accounts: Gather information from the client, analyze it and refine it to extract what is relevant and how to develop creative strategies and campaigns.

# Bimbo & Vector B



“One of the challenges the Vizia platform helps us tackle is turning complex information into something easier to digest, so that it can have an impact both on brand communication and on the business.”

**PATRICIA MEDINA.** HEAD OF STRATEGIC PLANNING, VECTOR B

# A Negative Trend

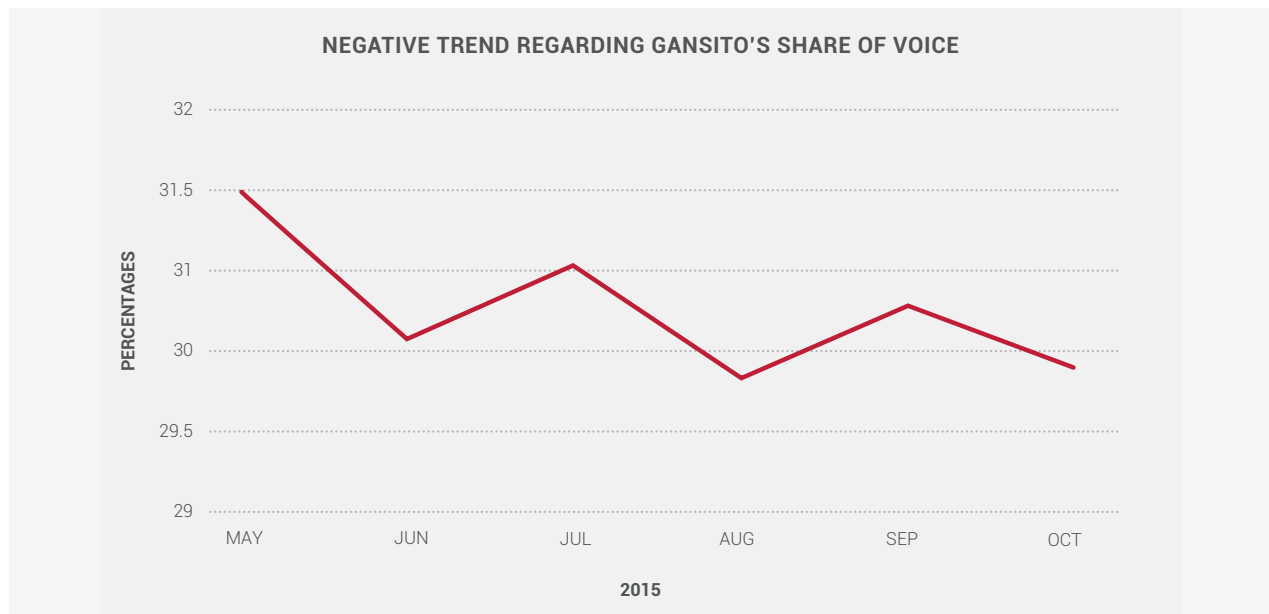
Gansito is a popular cake in Mexico and has been enjoyed by Bimbo's consumers for over 50 years. In a recent IPSOS survey Gansito had an awareness level of 90%\*, meaning 90% of the Mexican population know of and are familiar with the product.

\*Tracking IPSOS, Q4 2015

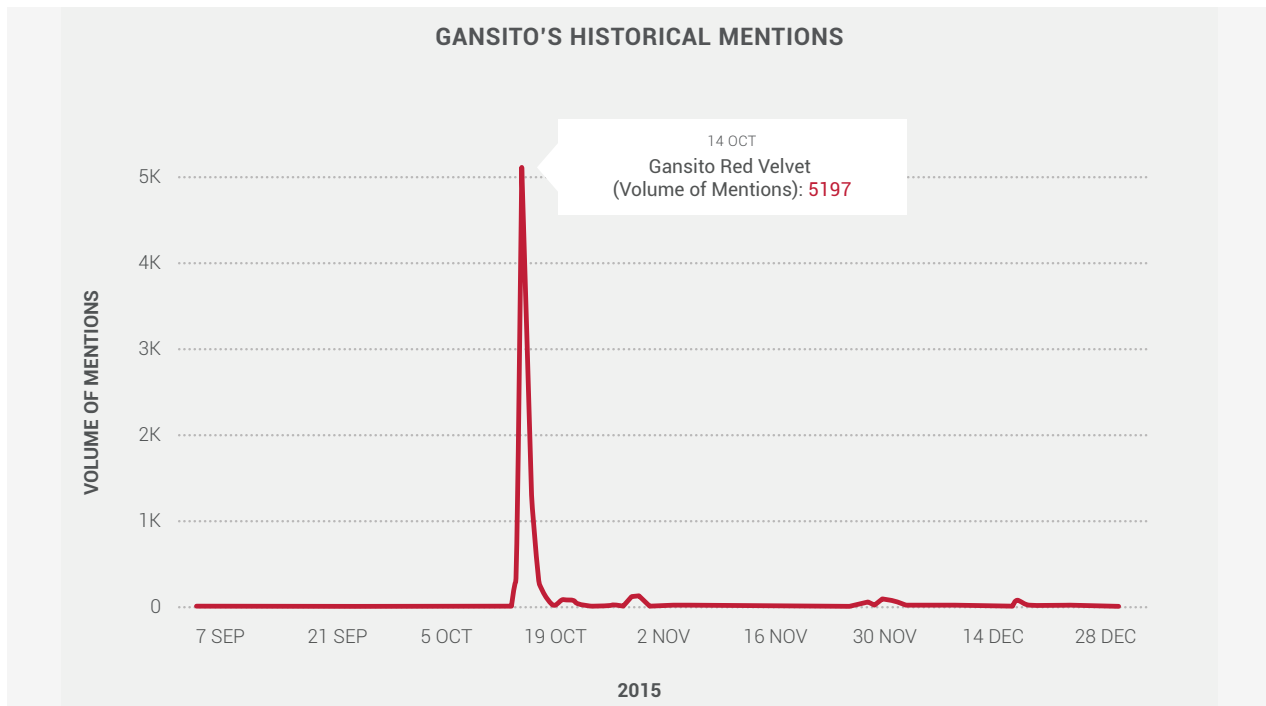
Because of its huge popularity, a drop in Gansito's commercial performance has the impact to significantly affect the whole category of cakes within Marinela, a Bimbo-owned brand.

Vector B tracked all online mentions of Bimbo and its brands using Brandwatch Analytics and the Vizia platform. In May 2015, the team saw that mentions of Gansito started to show a decrease in volume.

Despite efforts from various teams, it was not possible to significantly reverse this negative trend, and five months later, in October 2015, mentions of the Gansito product were below the usual monthly average.



# From Post to Opportunity



Thanks to social intelligence from Brandwatch, in October 2015 Vector B spotted via the Brandwatch Vizia platform an increasingly compelling social media conversation.

In the U.S., Marinela (a Bimbo brand) had launched “Gansito Red Velvet”, a special edition of cake, with a red velvet flavored cake.

Marinela never considered doing something similar in Mexico, as the much loved cake had not changed its original recipe since its creation in 1957. Marinela believed the Mexican market would not be receptive to changes when it came to the Gansito cake, but they were wrong.

When the news of the Gansito Red Velvet cake launch arrived in Mexico, outraged consumers took to social media to demand the new flavor be sold in their country. The reaction was so intense that Gansito Red Velvet became a viral trending topic in Mexico.

The team at Vector B spotted a business opportunity for the brand and made the suggestion to Bimbo that they bring the cake to Mexico.

# Campaign Challenges and Objectives

The case of the Gansito Red Velvet is a perfect example of social intelligence impacting a business decision, based on insights harnessed from social media and backed by valuable data.

Once the decision to bring Gansito Red Velvet to Mexico was made, the challenge for Bimbo was now how to launch a new product into a market, with a much lower budget, having not anticipated this demand.

The first step was to define KPIs that would later allow Bimbo to accurately measure the campaign's ROI:

Business objectives:

- Achieving a 7% sales increase of Gansito through the launch of Red Velvet
- Sell at least 80% of the product within 12 weeks in test markets

Communication objective:

- Triggering purchase intent for Gansito Red Velvet. If the set objectives were achieved, the negative trend of the last few months would be reversed and the Gansito brand would recover.

# Campaign's Key Areas

The marketing campaign to launch the cake in Mexico had three main pillars:

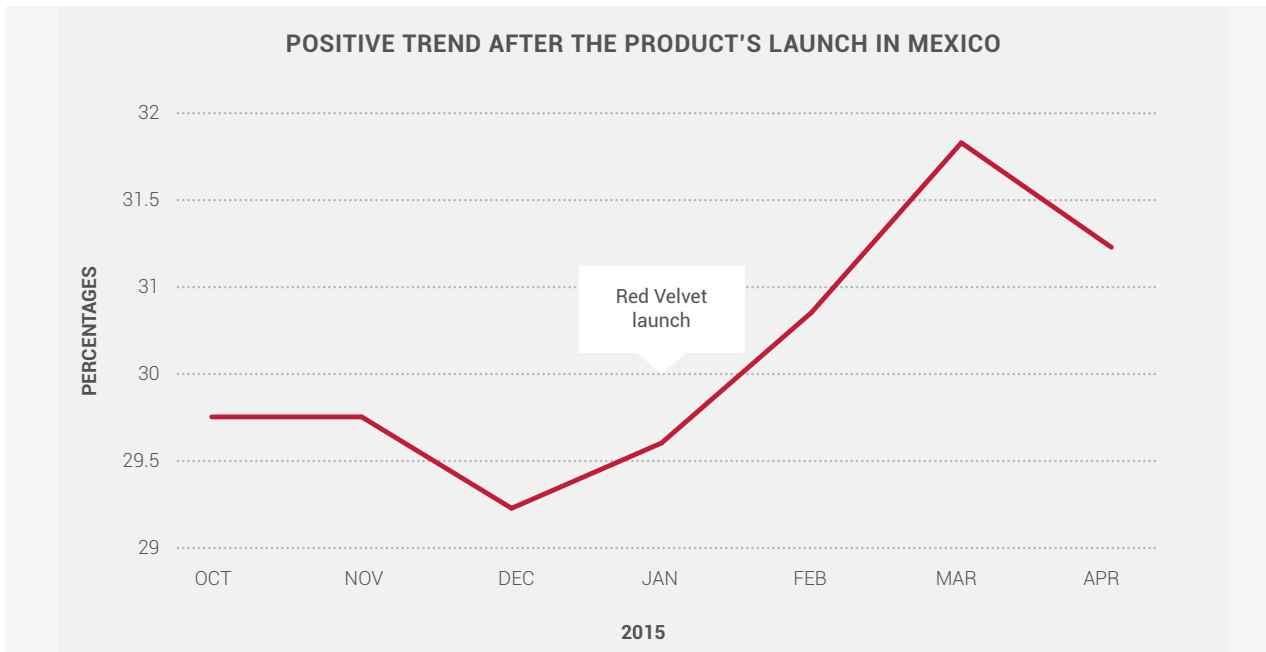
- Promotional teasers
- Facebook and Twitter content
- Collaboration with key influencers.

The launch of the new product was divided into three phases, with a view to giving Bimbo more time while the Gansito Red Velvet cake was produced and brought to Mexico:

- 1. Teaser content- "coming soon":** (October 2015 to January 2016): Promotional teasers were used to create demand for the new product. In this phase the agency worked with influencers, key users for the brand that Brandwatch Analytics identified that have great relevance and influence among their followers.
- 2. Launch - "look out for":** (February 2016 and March 2016): At first, the new Gansito product was only sold in select, test markets. Geolocalization and activation were used in these places where the product was not available.
- 3. Advocacy - "share it":** (February, March and April 2016): Across social media, organic conversation by consumers who were excited to try the Gansito Red Velvet was used to generate content and expand the conversation among the audience.



# Business Outcome from the Launch of Gansito Red Velvet



## Achieving a 7% sales increase of Gansito through the launch of Red Velvet

With only two locations selling the product, Mexico City and Guadalajara; and limited investment in communications, a 12% incremental volume was generated - managing to reverse the negative trend and reaching total sales of more than \$580,000.\*

\*Source: Bimbo MX

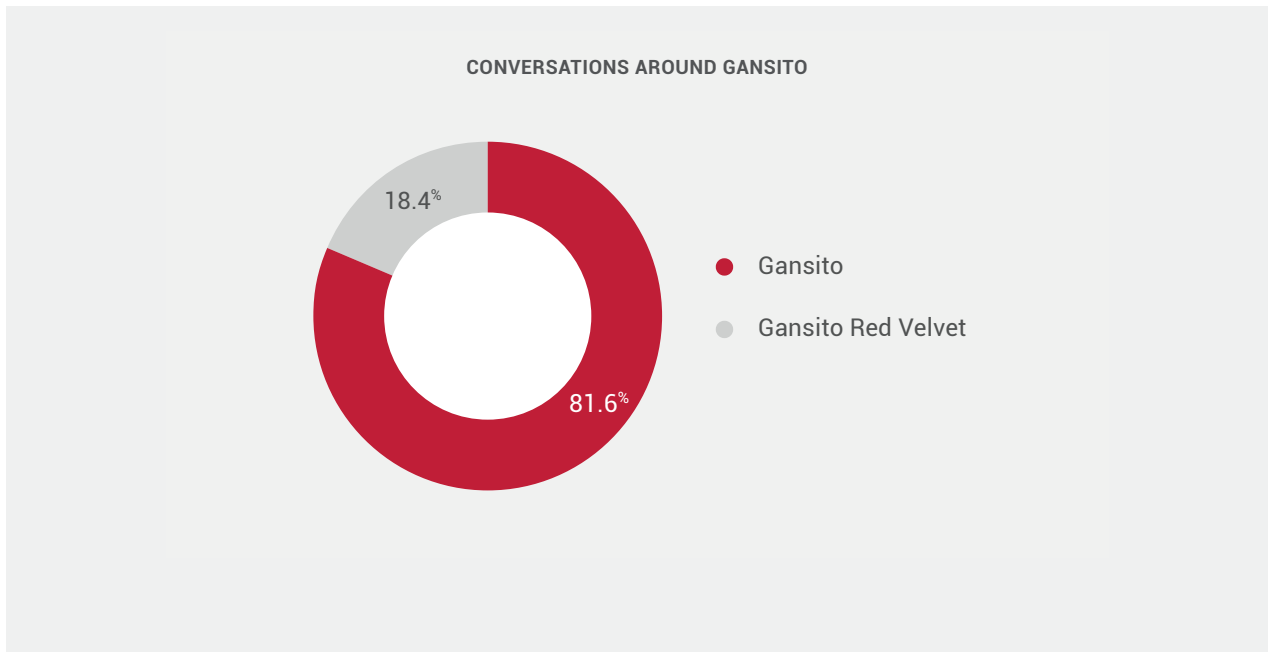
## Selling at least 80% of the product in 12 weeks - the set time frame for test markets

The product sold out in just eight weeks, four weeks earlier than expected.

## Triggering purchase intent for Gansito Red Velvet

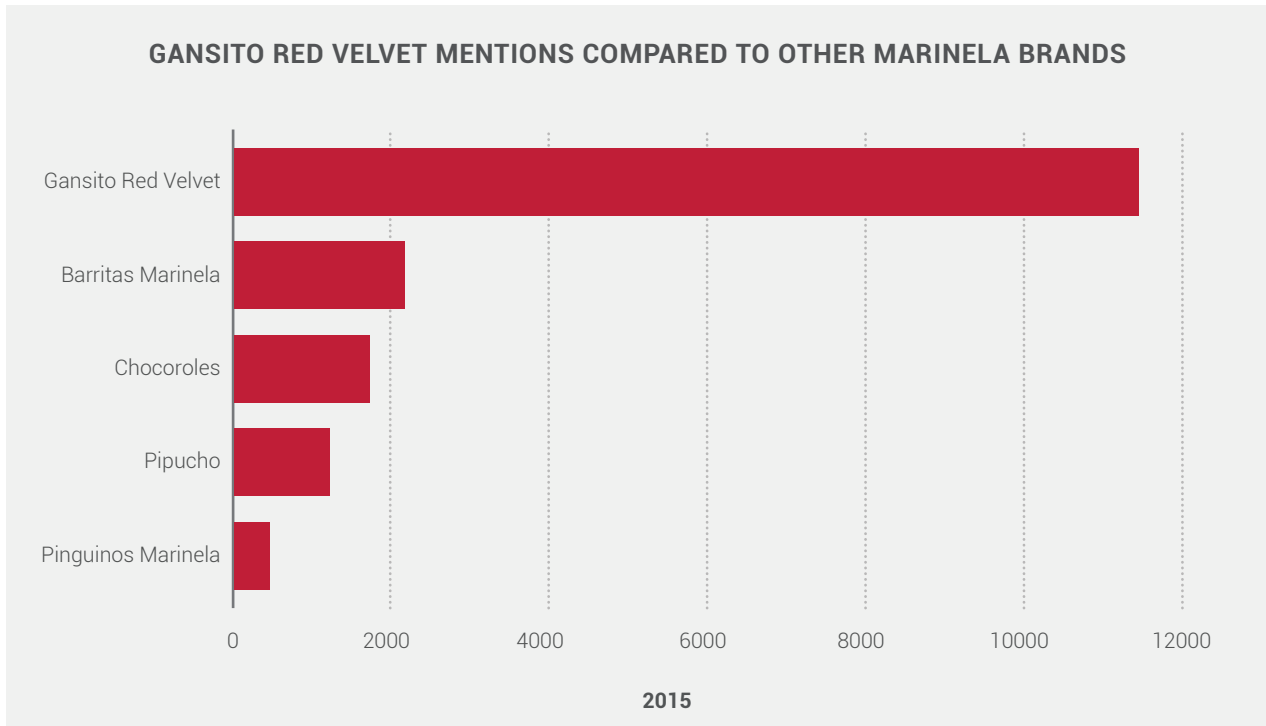
During the campaign, Gansito Red Velvet managed to double word of mouth objectives. Brandwatch gathered 11,146 mentions, equivalent to 18.4% of the total conversation about the Gansito brand.\*

\*Source: Brandwatch: October - February 2016



These numbers are even more significant when compared to another launch in the same category. Gansito Red Velvet received almost ten times the amount of online mentions of a competitor's product, even though a lot more money was invested in the other product.

The conversation volume is also significant, when compared to the more established brands in the Bimbo portfolio.



# Conclusion

Measuring a marketing campaign, product launch or event involves reporting on the number of people reached, engagement, leads generated and the campaign's effect on revenue.

But the most important part of campaign measurement comes afterwards: using the knowledge gathered to iterate and optimize the marketing efforts.

With the Brandwatch Vizia platform your entire team can keep track of insights and act on the opportunities you've created in real-time.

"At Bimbo we will continue to work with Brandwatch as our **innovation** partner, both at business and communication levels."

RICARDO IBARRA. MARKETING MANAGER, BIMBO

# Brandwatch

## About Brandwatch

Brandwatch is the world's leading social intelligence company. The company's flagship products, Brandwatch Analytics and the Vizia platform, fuel smarter decision making around the world.

The Brandwatch Analytics platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering the world's most admired brands and agencies to make insightful, data-driven business decisions. The Vizia platform distributes visually-engaging insights to the physical places where the action happens.

The Brandwatch platform is used by over 1,200 brands and agencies, including Unilever, Whirlpool, British Airways, Asos, Walmart and Dell. Brandwatch continues on its impressive business trajectory, recently named a global leader in enterprise social listening platforms by the latest reports from several independent research firms. Increasing its worldwide presence, the company has offices around the world including Brighton, New York, San Francisco, Berlin, Stuttgart, Paris and Singapore.

Brandwatch. Now You Know.

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