



Helping GODIVA Win Valentine's Day with a Male-Focused Playbook

Our Situation

In 2014, Valentine's Day - typically the "Super Bowl" of sales for the chocolate industry - was not a winning period for GODIVA. A powerful winter storm crippled the Northeast, preventing consumers from visiting stores. The situation was compounded further when the brand's competitors - Ghirardelli and Lindt - outspent GODIVA at least 6 to 1 in media.

With the goal of winning big on Valentine's Day, we counseled GODIVA that targeting women with romantic creative was the wrong approach. Through primary research, we proved that the male consumer base should be the focus, since males outspend women 64% on Valentine's Day.

As with any good game plan, timing is everything. Research showed that we needed to approach men *after* the Super Bowl; otherwise, our communication would fall on deaf (and distracted) ears. We needed a disruptive and breakthrough campaign that spoke authentically and directly to men.

Our Solution

The answer? A 360-degree "Game Over, Game On" campaign that leveraged the window immediately following the Super Bowl as a hook to pique interest and intercept males where they were. We kicked off with a unique and humorous creative content series to bring "Game Over, Game On" to life, and used paid, earned and owned channels to firmly turn men's attention to the real big game in their life - Valentine's Day.



Objectives

Create a breakthrough social and earned media campaign that appeals to men – a previously neglected demographic for GODIVA

Drive brand awareness to lift sales online (to safeguard against weather concerns)

Position GODIVA as the ultimate Valentine's Day gift

Research & Insights

To truly understand the male consumer mindset and unearth key purchase behaviors when it came to Valentine's Day and gifting, M Booth conducted an in-depth, primary consumer survey:

- We found that nearly 50% of men admitted they care more about watching the big game than they do about giving the perfect Valentine's Day gift.
- And while men get a late start to their Valentine's Day game, the survey showed that the holiday still caused stress, with 30% feeling pressure to buy or plan something special.
- Even veteran gift-givers who planned ahead said they needed a little help, with more than half (58%) admitting that they don't get it right every time.

Strategy

- Leverage the time period directly following the Super Bowl as a hook to pique male interest and help them get their game on.
- Position Valentine's Day as the real big game in a man's life, and GODIVA as the solution to "score big."
- Develop custom, football-themed content that resonated with the male target, while highlighting product points of differentiation.
- Intercept the male target "where he is at" online.



Execution and Tactics

The PR Game Plan

- Running the Field with a Rob Riggle Content Series
 - We enlisted comedian Rob Riggle of *Dumb and Dumber To* and *21 Jump Street* to help bring the “Game Over, Game On” theme to life with a unique and funny video series. Riggle stars as a man who’s had one too many Valentine’s Day fumbles, but finds his way with GODIVA - helping men get off the couch and get their game on for Valentine’s Day. The team pushed out videos over social with paid spark, and stimulated massive earned media coverage.
 - https://www.youtube.com/watch?v=eDdzGcDtY_M
 - <https://www.youtube.com/watch?v=JkT12EViouU>
- Making a Field Goal with the Friars Club
 - GODIVA sponsored the Friars Club Roast of Terry Bradshaw, broadcast on ESPN Super Bowl Weekend, which included two key activations:
 - Red Carpet Access to Celebrities: We captured Valentine’s Day-focused video interviews with football-friendly celebrities for placement on earned and owned channels.
 - Green Room & After Party Sampling: We hosted A-list celebrities before and after the roast and sampled GODIVA Valentine’s Day product.



Execution and Tactics

The Social Media Game Plan

Creating a Custom Playbook

We developed custom male-focused content to supplement the Riggle video series using unique imagery and graphics to bring Game Over, Game On to life.

Running a Male-Targeted Play

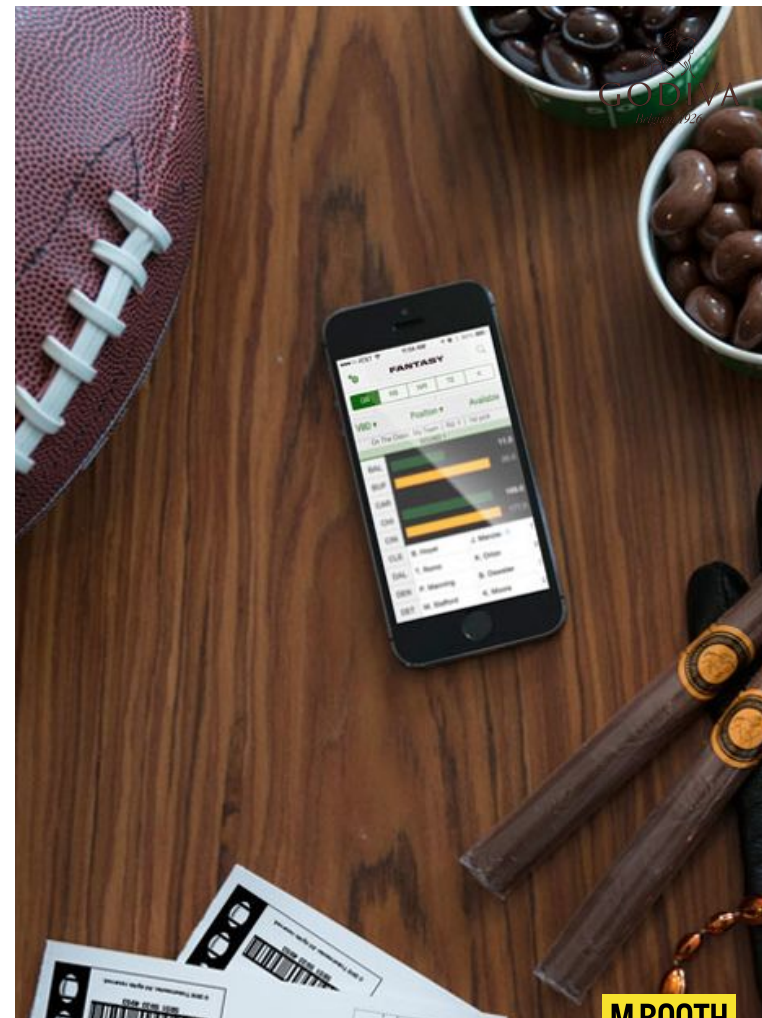
Our agency executed male-focused advertising of the video and custom content both on and off GODIVA channels to drive scale amongst our new consumer target, and we amplified Riggle's personal tweets and fan conversations with a paid push.

Making a Clean Sweep of Valentine's Day

We created a custom sweepstakes to stimulate consumer engagement and drive shareability of the Riggle content, and we encouraged men to share the video with #GODIVAwins for a chance to win a prize package towards next year's Super Bowl.

Calling Audible Plays

Finally, we proactively searched for opportunities to engage with users on Twitter, monitoring and responding to #GODIVAwins tags and other related keywords.



Talkin' Chocolate: Godiva Is Valentine's Leading Socialite

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Godiva and Ghirardelli run sweepstakes and win the hearts of chocolate lovers on social media.



UNCATEGORIZED

Hershey's, Godiva Among Most Popular Candy Brands Around Valentine's Day

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By Justin Lafferty on Feb. 16, 2015 - 11:30 AM [1 Comment](#)

Love and chocolate are among the most popular topics this time of year.

While it's hard to quantify love into a Facebook page, Falcon Social took a look at the top candy makers on Facebook around Valentine's Day.

When Falcon Social analyzed the most popular chocolate or Valentine's day sweet brands on Facebook, in terms of fanbase, Hershey's Kisses topped the field, followed by Lindt Chocolate USA and Dove Chocolate.

Effectiveness & Results

OBJECTIVE #1: Create a breakthrough social and earned media campaign that appeals to a previously neglected demographic – men

The “Game Over, Game On” campaign drove new male consumers to GODIVA.com – 67% of traffic was attributed to new users, and nearly 50% was from the new male target.

We generated more than 270MM Total Media Impressions (includes paid, earned and owned) with 13MM Social Media Impressions including 5.7MM Riggle Video Views (over 1MM via GODIVA channels). The campaign was recognized by independent publications for its influence on social conversations during Valentine's Day:

[“The Day After the Super Bowl, GODIVA Shot Up in Mentions” - Falcon Social](#)

[“GODIVA is Valentine's Leading Socialite” - Direct Marketing](#)

[Hershey's, GODIVA among Most Popular Brands around Valentine's Day” - Adweek](#)

Effectiveness & Results

OBJECTIVE #2: Drive brand awareness to lift sales online

The “Game Over, Game On” campaign drove over \$1.6MM in additional sales on GODIVA.com. The campaign resulted in over 1MM site visits (6% increase from 2014), and 3MM unique visits during the full Valentine’s Day season.

GODIVA dominated online consumer conversations with 160+% increase in posts during the Valentine’s Day season - beating out Ferrero Rocher, Ghirardelli and Lindt.

The “Game Over, Game On” campaign secured coverage in over 40 print, online and broadcast outlets, including publications like The Wall Street Journal, Sports Illustrated, USA Today Sports, ESPN, Fortune Magazine, CNBC and Extra.

The GODIVA.com website showed an 81% year-over-year spike in traffic on February 2 (the day following the Super Bowl).



Godiva tries for 'accessible' as Valentine's Day looms

Trent Gillies | @trentCNBC
17 Hours Ago



Here are 3 people profiting from the business of love

by Benjamin Snyder @WriterSnyder FEBRUARY 13, 2015, 5:22 PM EST



Effectiveness & Results

OBJECTIVE #3: Position GODIVA as the ultimate Valentine's Day gift

Leading up to Valentine's Day, we secured more than 142MM earned media impressions for GODIVA product in over 90 outlets, including Adweek, Men's Health, Latina, The Steve Harvey Show, The Daily Meal, DuJour, Parade and more, positioning the brand as the perfect gift.

Men's Health

DUJOUR

WHERE LUXURY LIVES

ADWEEK

VALENTINE'S DAY GIFTS FOR HER

26 Great Valentine's Day Gifts for Her

Take your thoughtfulness one step further this year

BY THE EDITORS OF MENSHEALTH.COM, YESTERDAY

