

Elovena Campaign Generates Buzz By Integrating Packaging and Social Media

PackageMedia Oy



“Elovena Oatmeal”

Best-of-the-Best Award Winner – Packaging
Xerox Premier Partners Global Network

PackageMedia Oy operates the largest digital packaging factory in the Nordic countries and specialises in combining packaging and digital services to optimise marketing campaigns. The company was founded in 1961 and is based in Inkeroinen, Finland.

www.packagemedia.fi

“The campaign built a lot of buzz, and the responses we saw on social media showed that the emotional engagement Elovena wanted really happened.”

– Mauri Reinilä, Chief Executive Officer, PackageMedia Oy

PackageMedia Oy – “Elovena Oatmeal”

On its 90th anniversary, Elovena Oatmeal sought to energise the brand by enabling consumers to interact between Elovena packaging and social media, and by finding new ways for consumers to taste new Elovena products. PackageMedia developed two campaigns that accomplished both, generating thousands of social media messages and sample tastings and lots of positive buzz, extending the campaign’s reach.

Challenge

Elovena Oatmeal, one of the best-known brands from plant-based nutrition company Raisio, celebrated its 90th anniversary in 2015. The marketing team planned a full year of celebrations, seeking to develop an innovative campaign that would renew consumer engagement with the brand by pursuing three objectives:

- Make the venerable Elovena brand more emotionally engaging.
- Develop a creative and interactive way to facilitate consumer tastings of new Elovena products.
- Explore ways to enable consumers to interact between packaging and social media.

“Elovena has a 90-year history that has given us a strong presence in many homes and an emotional relationship with consumers that is now being expressed in new ways with new technology. This unique campaign turned the most traditional media – the package – into a social media platform, where large numbers of our customers shared their warm thoughts about the brand, shaping the consumer’s in-store experience.”

– Mika Kukkurainen
Director, Strategy and Brands, Raisio Nutrition

Solution

The PackageMedia team developed two programmes for Elovena, built upon PackageMedia’s patented technology platform for enabling people to interact between physical packaging and digital services. A “Social Shelf” campaign enabled consumers to contribute aphorisms on Facebook for printing on Elovena packages, generating an automatic tweet in the process. And a “Social Tasting” programme enabled consumers to scan a unique QR code (package ID) on an Elovena package to order and send Elovena samples with personal messages to friends – prompting many to share images of the package on social media. Printing was on the Xerox® iGen4® Press using XMPie® PersonalEffect® for variable information printing. The packages were made with 275g Tambrite and finished with Epic equipment.

Results

Each campaign successfully engaged consumers, resulting in hundreds of personal stories delivered to market shelves on Elovena packages and thousands of aphorisms delivered with tasting packages. Responses to the tasting packages, in particular, were frequently shared on Twitter and Facebook in ways that evidenced real, emotional connections were taking place. These activities generated positive buzz among consumers, competitors and marketing professionals, giving the campaign additional reach.

For PackageMedia, these were pioneering campaigns, and many lessons were learned that can be applied to future initiatives as the firm continues to explore interactivity between physical packaging and social media.

Elovena is a registered trademark of Raisio Nutrition, Ltd.