

CASE STUDY 3—CADBURY'S WORLDWIDE HIDE CAMPAIGN



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Cadbury, maker of the famous Cadbury Creme Eggs, is the second-largest confectionery brand in the world. Headquartered in the UK, the company has operations in more than 50 countries worldwide. Despite its 200-year history making chocolate, Cadbury is an innovator when it comes to its social media marketing activities. Cadbury maintains a social presence on Facebook, Instagram, X, and Pinterest. Various country locations as well as some products like the Cadbury Creme Egg have their own social profiles and social media activations. This can make it difficult to gauge the full social popularity of the Cadbury brand, but one of its most successful social media campaigns was enacted in the UK, Ireland, Australia, and South Africa following the Covid-19 lockdowns.

The Cadbury Worldwide Hide campaign featured a strong experience strategy. Cadbury encouraged its fans to hide a virtual Easter egg anywhere in the world via Google Maps Street View and then post a personalized clue for the recipient as to where it might be hidden. Almost 700,000 eggs were hidden as a result (Kozielska, 2021). The big idea leveraged the nostalgia people feel about memories of hiding and seeking Easter eggs as a child. The campaign also had physical event activations and a partnership with the Manchester United football team. Players could also send a real chocolate egg to their chosen recipient via an Amazon tie-in. The content created included gifs, Instagram Stories, influencers, and UGC featuring the most popular hiding spots. To plan and execute the Worldwide Hide, Cadbury partnered with advertising agency VCCP London (2022).

Cadbury also created a Limited Edition Cadbury Dairy Milk and Manchester United Easter Egg as part of its partnership with Manchester United. The eggs featured distinctive iconography that made the designs desirable to fans of the football team. The Worldwide Hide was well-integrated with the football partnership in that football fans could access a

special WorldWide Hide platform which was co-branded and offered a special virtual “Man Utd egg” to hide for their loved ones for free. Featured players like Harry Maguire and Tom Heaton were also celebrated in videos in which the players talked about their experience hiding eggs for loved ones. The video was featured across Cadbury’s and Manchester United’s social media profiles (VCCP London, 2022).

Physical props also encouraged Cadbury fans to share UGC. Two giant purple Cadbury eggs were placed in popular locations in Manchester and London to inspire people to share photos on Instagram.

DISCUSSION QUESTIONS

1. Considering the characteristics of brand fans, did Cadbury’s Worldwide Hide activate brand fandom and provide fans with ways to express their enthusiasm for Cadbury and Manchester United?
2. Which zones of social media marketing were utilized in the Worldwide Hide? Were any opportunities missed to further expand the impact of the campaign?
3. What metrics should be used to assess the effectiveness of the Worldwide Hide?