



## Social Platform Empowers Cadbury to Transform Customer Engagement

### FUN, GAMES AND CHOCOLATE

Think chocolate; think Cadbury, a brand craved by sweet lovers the world over. The Cadbury Dairy Milk bar, a testament to that, has been around since 1905 and is still going strong. In a market with intense competition, how do you continue to build brand loyalty? How do you engage your customers so you can learn more about them?

By creating a marketing campaign that splits consumers into two teams, Spot or Stripe, Cadbury has successfully created a new community of brand enthusiasts. Customers can go online and play games directly via the community to win points for their team or they can collect points in other ways. For example, a customer can win points by using secret codes printed inside the wrapper of some of Cadbury's most popular bars, such as the limited edition Race Bar. While developing brand loyalty for the customer, it provides Cadbury a new and unique way to analyze consumer preferences.

Online games, group games in the park, breaking world records or just posting a video on the site can all earn points for individuals and their teams. The points must be registered via the online community, which in turn could mean great prizes for the customer participating.

### THE TECHNOLOGY BEHIND THE GAMES

Cadbury required an enterprise class solution with powerful social and content management capabilities plus the flexibility to enable creative media agencies. Using Telligent Community built on the Telligent Evolution platform and web content management from Sitecore, Cadbury acquired the right mix of technology needed to achieve its visionary objectives.

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*"Spots v Stripes is transforming how the Cadbury brand interacts with its consumers."*

**Thomas Beetschen – IS Major Programme Lead (and proud spot), Cadbury**

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The Spots v Stripes community deployed with Telligent Community not only leverages Telligent's social suite and integrates with Sitecore CMS, it invokes the Telligent Evolution platform's open APIs to integrate with external social networks such as Facebook as well as with other third-party vendors that provide unique scoring systems and customer insight capabilities.

Even more, the technology solution provided by Telligent and Sitecore has enabled a change in the way people access the community, via iPhone and other mobile devices; taking the Spots v Stripes challenge on the road.

No matter whether a Spot or a Stripe, it's clear Cadbury has proven that by combining a mix of entertainment and interaction a brand can connect with its consumers, gain valuable insight and build brand loyalty.

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*"Cadbury is one of the first brands to incorporate an interactive community, Spot v Stripes, with traditional advertising ranging from billboards and a TV show to launch one of the largest campaigns of scale that has everyone in interactive marketing talking."*

**Rob Howard, Telligent**

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### Custom tailor your community experience

To learn more about Telligent Community, visit [www.telligent.com](http://www.telligent.com)

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