



Communication On Top, Davos 2012

Ben&Jerry's for Good Ideas
Brand Advocacy and Social CRM

Davos, 10th February 2012

Who are we?

@stefideluxe



boost and track word of mouth

We are a **Social Media Company** dedicated to **evangelize** and **support** our clients in their **online** campaigns through an **advanced Media Mix**



Ben & Jerry's Mission

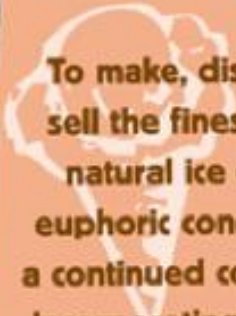
SOCIAL *mission*

To operate the Company in a way that actively recognizes the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally and internationally.



PRODUCT *mission*

To make, distribute and sell the finest quality all natural ice cream and euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients and promoting business practices that respect the Earth and the Environment.



ECONOMIC *mission*

To operate the Company on a sustainable financial basis of profitable growth, increasing value for our stakeholders and expanding opportunities for development and career growth for our employees.

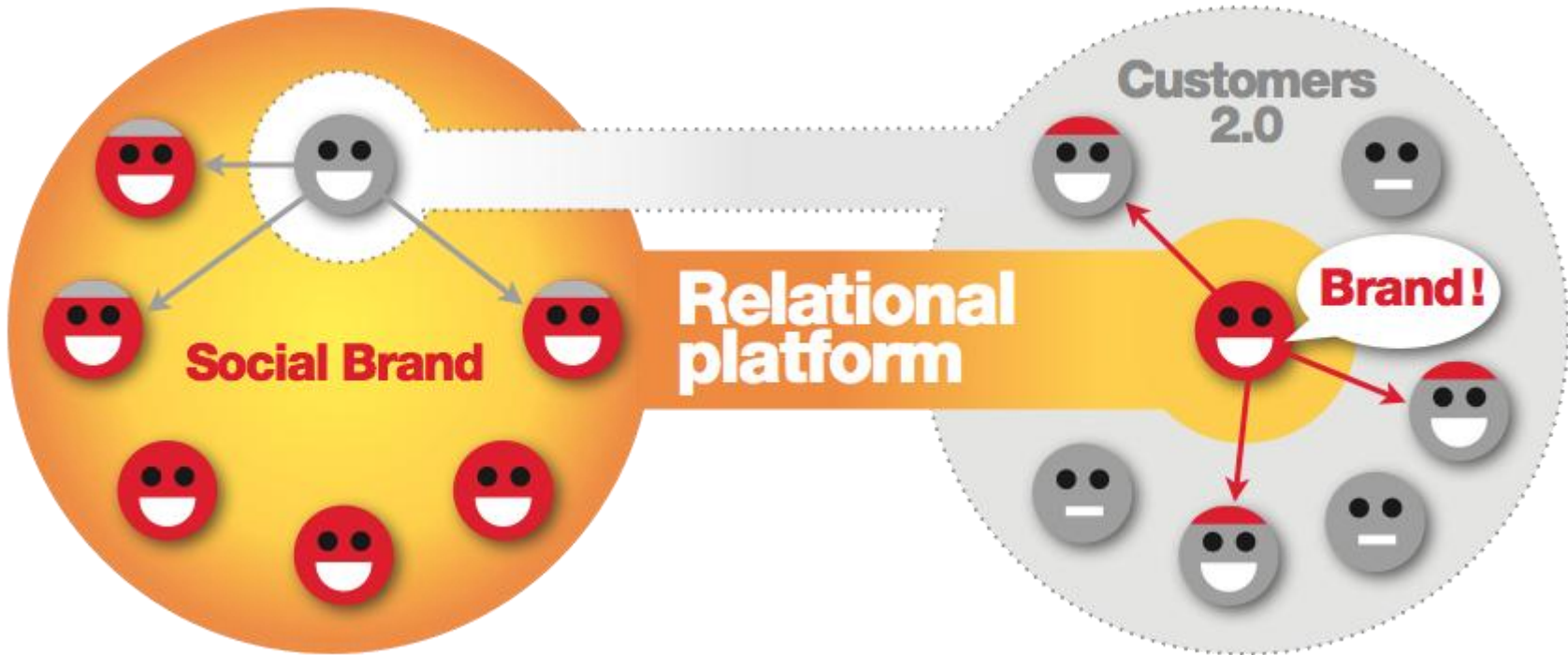


Goals

- Generate **Brand Advocacy** before the italian distribution kick-off
- Show **Ben & Jerry's brand values** and its social mission
- **Buzz and Video Seeding** about the initiative Good Ideas
- Boost the **Word Of Mouth** online engaging a smart and connected audience
- **Online spread** and support of the offline events

Strategy 1/2

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Strategy 2/2

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**A micro-finance program
created to sustain
social projects**

Buzz Seeding and Video Seeding of the initiative through the most important Social networks

facebook

foursquare

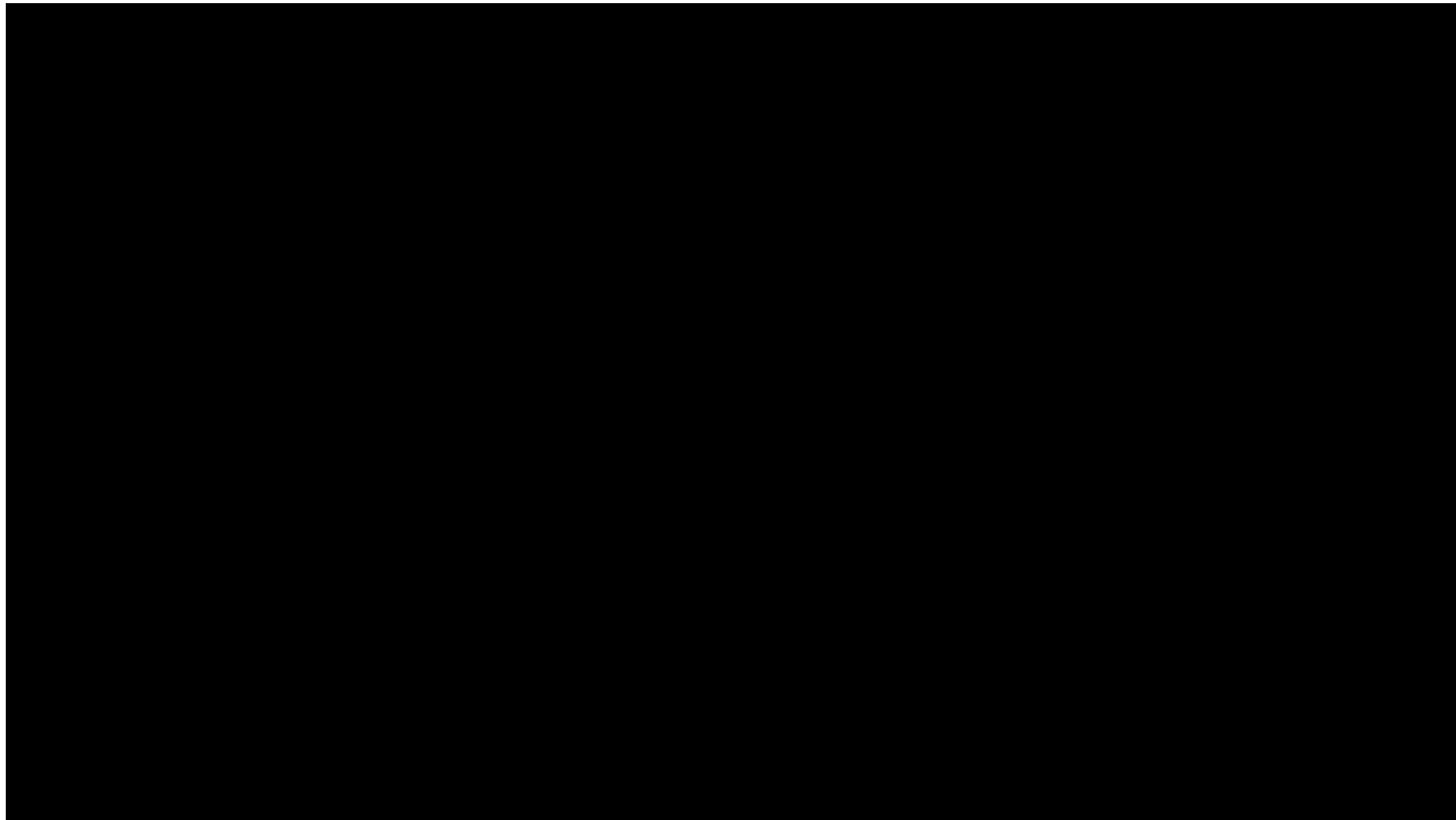
twitter

You Tube

+ Audit and Engagement of those Association that could be involved in the project and participate actively with their Good Idea

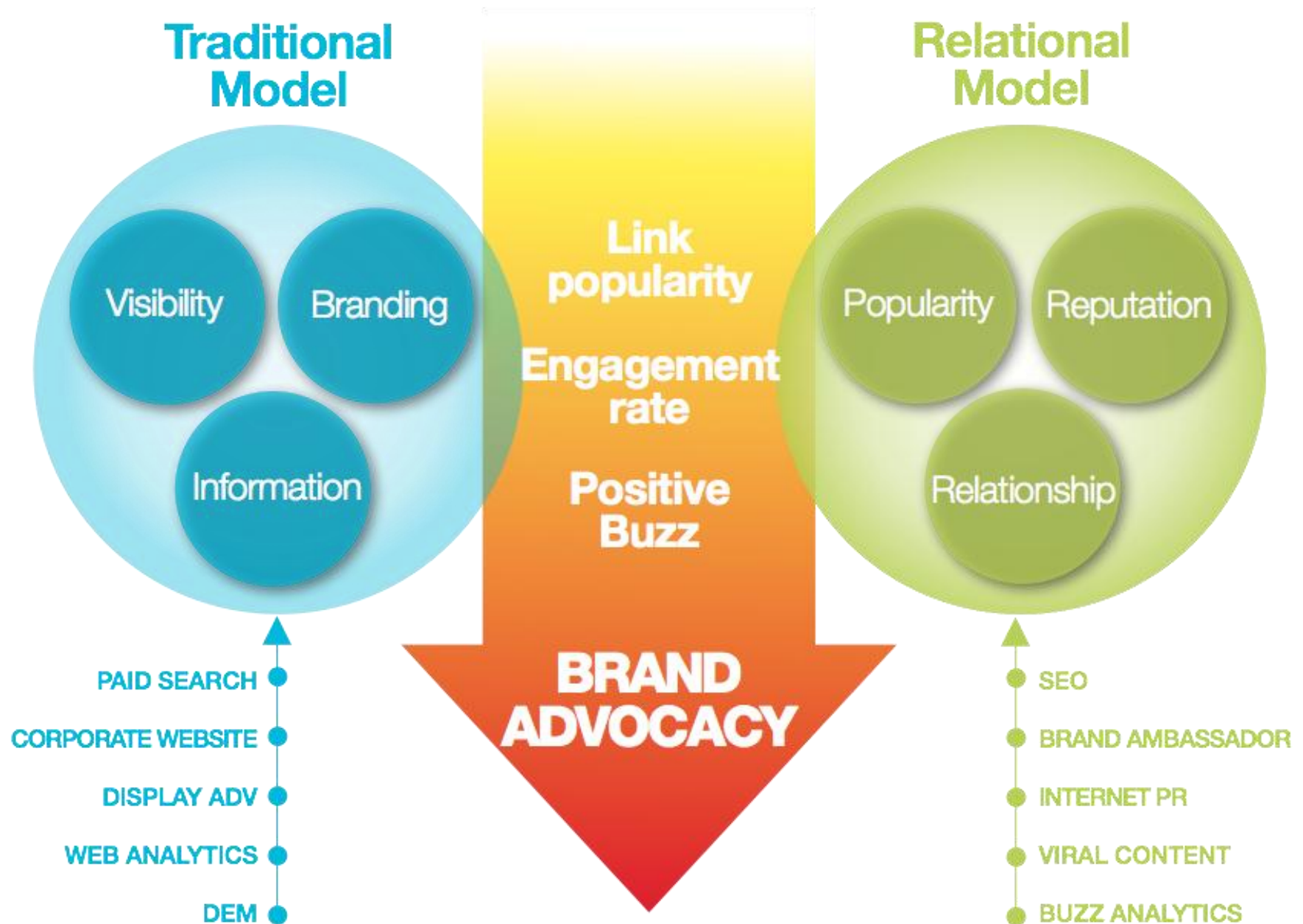
Ben & Jerry's for Good Ideas: Video Report

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Brand Advocacy

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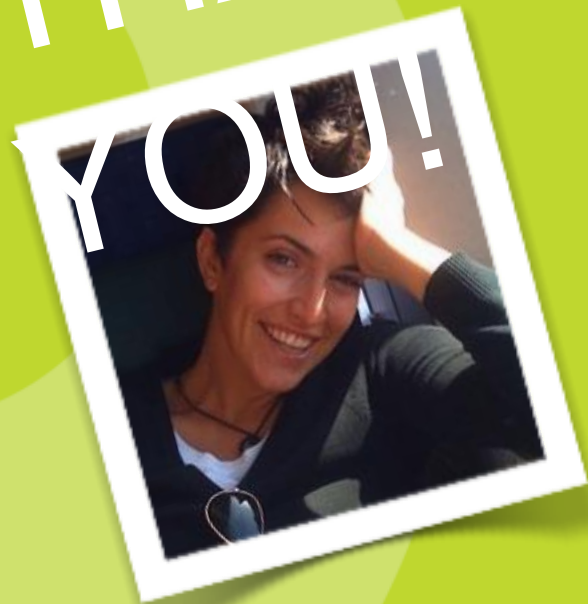
Elaborazione Viralbeat da Osservatorio Multicanalità MIP Milano

Social CRM

The key is to reinvest the customer's feedbacks in the campaign and in the Brand's Research&Development progress



GRAZIE!
THANK



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