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## Small world, big ideas

REMEMBER the days before blogging, crowdsourcing and wikis? Although just a few years ago, it seems a distant memory. At a time when we are all so connected, and consumers from India to China to Brazil can share an idea, a joke, or a video in an instant; the planet really does seem to be getting smaller.

Today's consumer takes in about 350 percent more data than three decades ago...over 100,000 words, every day, from various media and that's outside of the workplace. And 24 hours of video are uploaded to YouTube every minute. When you consider that YouTube didn't exist in 2004, it's clear that change is happening at breakneck speed.

As marketers, the challenge is to find both our place and our role within this changing dynamic. It used to be that agencies were faster than clients. Now, we see some clients moving faster than agencies, and consumers are way ahead of both of us.

At Kraft Foods, we're catching up fast in three ways. We're creating content with consumers, we're enabling consumers to share content with one another, and we're monetizing content where consumers find real value.

Let me give you a few examples of what I mean. Not long ago, video was defined as a 30-second televi-



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sion spot. Today, video expands well beyond television to broadband, Video on Demand, cinema and mobile. And it's not just content created by us, it's content created by us and our consumers. That's what we did when we made a 25-minute fully branded television movie for Lacta chocolate in Greece.

### CROWDSOURCING A MOVIE

Lacta is known for heralding love in its marketing and advertising campaigns. So we asked consumers to share their love stories with us. We received 1,300 entries and the award-winning submission was turned into a movie script. But consumer engagement didn't stop there. The creation of "Love in Action" included consumer input every step of the way from casting the film to styling the actors. It debuted online on Valentine's Day and on Greece's top TV channel.

The film attracted a 12% viewer share, and the online version was viewed more than 150,000 times in the first few weeks, and over three quarters of a million times to date.

### CREATING COMMUNITIES

The second way we're engaging in the shifting dynamic is enabling and enhancing communities among consumers. Our consumers are blogging, tweeting, and sharing information with each other. So, we decided to join the conversation...as a facilitator.

On Philadelphia Cream Cheese, one of our global billion-dollar brands, we created a new community in the United States called the Real Women of Philadelphia



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based on a strategy that started in Europe. It combines social media, branded content and traditional advertising and encourages consumers to share their ideas on how to best cook with Philly.

On Day One, 50 million consumers viewed our welcome video. And in just eight weeks, our consumers created over 5,000 recipes using our cream cheese, with some even submitting "how to" videos shot in their own kitchens. They love sharing recipes, tips and ideas with each other. We just give them a place to do it.

### RECIPES ANYTIME

But one of my favourite success stories is the iPhone app we launched, called iFood Assistant. We've taken the rich content we developed for our website and other vehicles and brought it to a mobile platform. With our app, consumers can now shop for ingredients, plan and prepare their meals anytime, anywhere. By giving consumers something of real value for a nominal fee, we've been able to monetize our recipes in a new and different way.

The iFood Assistant has consistently ranked in the top 25 paid lifestyle apps on iPhone. And it has brought us a new, younger male audience. It's also available in French, and we offer a recipe of the day widget on Android for free.

So what does all this mean for advertisers and for consumers? It means that consumers will continue to move at lightning speed and we need to be right there with them. It means that we need to continuously rethink the role we play in consumers' lives. And it means marketers need to be ready to adapt to new roles—quickly.

As for what change the future might hold, only time will tell. But one thing is certain, the pace won't slow down. And neither will we.