

PRISA PRISM AWARDS 2017



Client

RocoMamas

Agency

Retroviral and Tribeca Public Relations

Category

South African Campaign of the Year

Project

RocoMamas #ElectionBurger Campaign

OPENING STATEMENT

RocoMamas #ElectionBurger campaign was the most successful marketing campaign in the restaurant's three-year history, proving that the politics of great food is no joke.

The six-week campaign (1 October to mid-November 2016) was driven through digital and social media, supported by PR and positive word-of-mouth.

This campaign is worthy of the South African Campaign of the Year because it exceeded RocoMamas' business objectives, which led to sales increasing by a staggering 20% year-on-year (that's a lot of burgers!).

STATEMENT OF OPPORTUNITY

Established July 2013, RocoMamas fast became one of SA's trendiest restaurants. Its brand position "We're not normal" is evident in everything it does from funky décor, rock 'n roll vibe, unique menu items and open-style kitchen to its brand communication.

The SA burger market is cluttered with numerous brands vying for consumer attention. To stand out, be not-normal, and sell more burgers, we were briefed to conceptualise an extraordinary campaign that aggressively increases sales before the festive season.

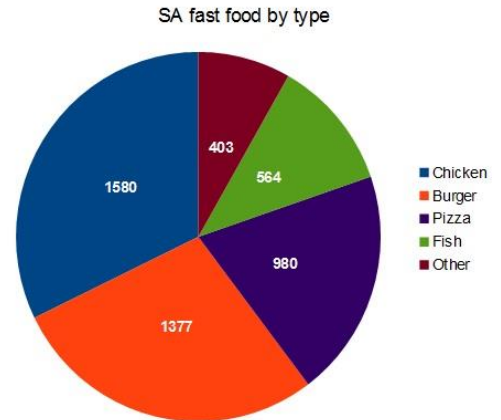
We created a nationwide election campaign, implemented at every RocoMamas restaurant, with burger contenders campaigning for customer votes.



RESEARCH

Industry Competition

- The 2016 SAcsi for Fast Food Restaurants cited restaurant-goers as spoilt for choice and more discerning because of industry expansion and international brands entering SA.
- Per BusinessTech research, RocoMamas was not only competing with 4,841 other fast food restaurants, but 1,377 burger-specific outlets too.
- Competition was rife - cutting through the clutter was critical.



Millennials

- [Deloitte Millennial Survey](#) shows politics falling within the top five issues of greatest concern to SA millennials.
- [Forbes](#) states the Millennial generation was the first to grow up with technology, they're always connected and spend more time on social media than anyone else.
- The [Millennial Marketing Report](#) shows 80% of millennials prefer brands that entertain them. 40% want to participate in co-creation of products and brands.
- To attract attention, brands must defy the status quo, make a statement, be relevant and inclusive.

Key Insights

Research led our creative approach:

- Millennials want to be taken seriously (elections) while being entertained.
- Millennials want to actively participate in brand campaigns.
- Social media is the most effective channel to reach RocoMamas' audience.

PLANNING

Objectives

1. Increase burger sales (5%) and positively impact Spur Corporation's bottom line
2. Generate international RocoMamas' awareness
3. Secure 10,000 votes on electionburger.com
4. Increase RocoMamas' social platforms:
 - Facebook: 5,000 likes
 - Instagram: 2,000 followers
 - Twitter: 300 followers
5. Create widespread online talkability for #ElectionBurger
6. Increase brand awareness through traditional PR channels

Target audience

- LSM 7–10, primarily Millennials aged 14–36, all racial groups

Message formulation

- RocoMamas is the anti-establishment: We're not normal
- The #ElectionBurger campaign puts the power of choice and flavour back into the people's hands.
- #ElectionBurger has three official burger contenders – the #Donald, the #HillBill, and the #TheJoker.
- Vote for your favourite burger candidate by posting to Twitter/Instagram with #ElectionBurger.
- To keep track of the leading burger, visit www.electionburger.com between 1 October and mid-November 2016.

Communication channels

- Social media: Instagram, Twitter, Facebook
- Influencers
- Traditional media: Print, online, broadcast
- Owned media: www.electionburger.com; www.rocomamas.co.za
- Instore: campaign branding

Message vehicles

1. **People:** brand fans, RocoMamas founder, waitrons
2. **Events:** media/influencer launch
3. **Digital:** social media channels, influencers
4. **Media:** interviews, press releases, Q&A
5. **Reviews:** Media/influencer burger reviews, brand fans, influencers

Management consultation

- Agencies and RocoMamas' management involved in communication strategy, message development and campaign execution

EXECUTION

#ElectionBurger campaign

- We visited RocoMamas restaurants to determine its consumer essence and brand connection. RocoMamas is an SA brand referenced by USA culture. The smash burger, while unique to the USA, is also unique to RocoMamas.
- Politics was on everyone's minds (USA and SA elections).
- We knew Millennials were discussing politics, we had the answers we needed to pitch #ElectionBurger.
- #ElectionBurger spoke Millennials' language, used their communication channels, and made them laugh
- The campaign was launched during the final rally of the US Elections with three limited-edition burger candidates representing the unique personalities of the US Election candidates: #TheDonald, #TheHillBill and #TheJoker



#ElectionBurger Launch

- Held at RocoMamas Rosebank.
- RocoMamas brand champions, influencers, media and celebrities attended.
- Guests were introduced to the three candidates, ordered, ate and voted by snapping their chosen burger and sharing on Twitter/Instagram with #ElectionBurger and #TheDonald, #TheHillBill or #TheJoker tagged.

Voting

- Voting was solely driven through social media.
- RocoMamas interacted with customers throughout the campaign and drove social conversations and engagement by tracking and sharing posts.

Microsite

- Dedicated microsite to track votes was developed.
- All votes cast on social media pulled through to the microsite - <http://electionburger.com> to keep record of votes.

Brand fans and positive word-of-mouth

- To increase word-of-mouth, we rewarded RocoMamas true influencers by engaging with its top 20 brand fans.
- Leveraging 12 months' brand data, we identified these fans based on their Twitter, Instagram and Facebook brand engagement and invited them to the launch.
- We engaged with them throughout the campaign by sharing their social media posts and driving conversations with them and their followers.

Content development

- Developed extensive social media content plans for Facebook, Instagram and Twitter that drove consumers in-store to purchase and vote.
- Campaign announcement, results and success releases.
- Profiles: RocoMamas: founder and establishments

Media Relations

- Distributed content to media.
- Secured interviews for Brian Altriche (RocoMamas founder) on the #ElectionBurger campaign.

Restaurant Reviews

- Media, influencers and fans were invited to RocoMamas to try the burgers and vote for their favourite resulting in positive coverage and reviews.



#ElectionBurger Results





- We executed a final social media push to mark the campaign end and drive final sales.
- Results were announced 7 November, the day before the US Election results.
- #TheJoker (yes really!) was the overall campaign winner. Results were shared on all social channels.

EVALUATION

"RocoMamas has never combined digital marketing with traditional PR to solely drive a marketing campaign and I can honestly say that we were blown away by the incredible results. A 20% year-on-year increase in sales is virtually unheard of in this industry. The #ElectionBurger campaign blew us away and completely exceeded our expectations."

Brian Altriche, RocoMamas founder.

Objectives	Results
Increase sales (5%) and positively impact Spur Corporation's bottom line	<ul style="list-style-type: none"> Sales increased a significant 20% year-on-year: over 35,000 burgers sold. Lauded the most successful campaign in the brand's history The Spur Corporation's quarterly results (October – December) reported RocoMamas total sales rose by 113.3%. Spur's share price surged over 1% in intraday trade following the results release  <p>OBJECTIVE EXCEEDED</p>
Generate international RocoMamas awareness	<ul style="list-style-type: none"> International coverage secure: <ul style="list-style-type: none"> BBC World Front page of Reddit with its 200 million monthly visitors Adsoftheworld.com This coverage resulted in global leads from Australia and assisted in the roll-out of restaurants in Kenya, Mauritius and Namibia The Oman restaurant opened a week before the campaign went live. The global coverage increased footfall  <p>OBJECTIVE MET</p>

<p>Secure 10,000 votes on electionburger.com in six-weeks</p>	<ul style="list-style-type: none"> Over 23,000 votes cast on electionburger.com <p>OBJECTIVE EXCEEDED</p> 
<p>Increase RocoMamas' social media communities with no social media spend:</p> <ul style="list-style-type: none"> Facebook: 5,000 likes Instagram: 2,000 followers Twitter: 300 followers 	<ul style="list-style-type: none"> #ElectionBurger was the number one trending topic across South Africa for four hours during launch Facebook grew by 21,177 likes Instagram grew by 6,468 followers Twitter grew by 500 followers <p>OBJECTIVE EXCEEDED</p> 
<p>Create widespread online talkability for #ElectionBurger</p>	<ul style="list-style-type: none"> 14,000,000 people reached through online channels 57,000 unique visitors to the RocoMamas website – up 70% year-on-year <p>OBJECTIVE EXCEEDED</p> 
<p>Increase brand awareness through traditional PR channels</p>	<p>60 pieces of coverage secured</p> <ul style="list-style-type: none"> AVE: R4,000,000 Reach: 1,000,000 15 Tier1 interviews secured for Brian Altriche Coverage in all community newspapers and online drove consumers to their local RocoMamas restaurant <p>OBJECTIVE EXCEEDED</p> 

SOCIAL MEDIA CONVERSATIONS







la_cuisiniere

Follow

33 likes

1w

la_cuisiniere Awesome #Electionburger Rocomamas 😊 my choice is #THEHILLBILL #THUMBSUP

Log in to like or comment.

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joburgjen

Follow

orlafschepers, sehlake and felixthecaz like this


1w

joburgjen Voting away! #TheJoker #ElectionBurger

Log in to like or comment.

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chezaxsel

Rocco Mamas Rose...

Follow

14 likes

1w

chezaxsel The United States of a Burger has a clear winner. #thejoker #electionburger #roccomamas

jasonvonberg Stop sitting on the fence (or the wall he wants to build)... vote #TheHillBill :) #ElectionBurger

shannon_greek YUM!!!

chezaxsel Was absolutely delish 😊

Log in to like or comment.

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glamfoodiesa

Rocco Mamas Rose...

Follow

22 likes

1w

glamfoodiesa Introducing #TheDonald - super cheesy, double the bull and no guacamole or anything sounding Mexican 🤔 #Electionburger @roccomamas #GlamFoodieRating *****

randy_muir 🤔🤔🤔

dinedivine_pta 🤔🤔🤔 brilliant

gpboozyfoodie Bwahahaha!! Love it!!

the_grate_app That looks Grate

Log in to like or comment.

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