



'Leonidas wants to get closer to all chocolate lovers. No matter when and where, we and our products must be present, and Universem's services help us to do just that.'

G. Fobe – Digital Marketing Manager



THE HUNDRED YEAR-OLD BRAND LEONIDAS EXTENDS A WARM WELCOME TO DIGITAL MARKETING TO OFFER THE BEST EXPERIENCE TO ITS CUSTOMERS

Leonidas is unquestionably one of the great names in the chocolate making sector. As you enter its Brussels-based premises, the sweet scent of roasted cocoa arouses your senses. And it's hard to imagine that this sector is also facing a genuine revolution. Yet, **'consumers have changed considerably over recent years,'** explains the company's Digital Manager, Gauthier Fobe.

'Consumers are constantly looking for information. We need to **offer them contents that are both in line with our company history and relevant to their specific demands.**' For the challenge facing Leonidas is to adapt its communication to 50 different markets within which the company is active, whilst remaining faithful to its brand image. What's more, its customers are increasingly keen to share their product experience, 'an occasion, a simple gift, any time is the right time to offer chocolates and our customers like to share their experiences and emotions with us. **Our product is a stimulator for emotion.**' To satisfy all these criteria, Universem developed a tailor-made strategy.

'DRIVE TO STORE CAMPAIGNS ENABLE US TO MAXIMISE THE NUMBER OF VISITORS TO OUR SALES POINTS AND TO PROMOTE OUR FRANCHISE OUTLETS.'



William Tinant
Digital Marketing Consultant

Chocolate is a product for which sales vary in time with the seasons. We were made perfectly aware of this when launching campaigns over the Easter period.

Our strategy was based on two types of action. The first focused on **'Drive to Store'** with **AdWords and Facebook campaigns**, the formats and targets of which were devised in partnership with Leonidas in France and in Belgium. The second was developed following the launch of a new flavour: the Manon chocolate egg. In-store tasting sessions were organised and we wanted to attract chocolate lovers to come and join in. To do so, we applied **highly specific targeting, based on consumer preferences, the time of day and their geolocation.**



By reconfiguring Leonidas' campaigns, we successfully doubled the **click through rate (CTR)**. These results place the confectioner in the **first quarter of advertisers on Facebook**, both in France and in Belgium.

'WE HAVE TURNED OUR GAZE TOWARDS A DIGITAL FUTURE! OUR AIM? TO GET CLOSE TO OUR CUSTOMERS.'

The confectioner may have just celebrated its 100th anniversary, but its marketing is decidedly millennial. For **digital technologies are progressively asserting themselves as an obvious choice** for this great lady named Leonidas. An ambassador of things 'Made in Belgium' capitalising on all the features that comprise its distribution network in order to transcend the experience it offers its clients. An experience that is further supported by a marketing hub which generates various interactions with chocolate lovers.

'THE DUALITY OF OUR PRODUCTS IS TRANSLATED VIA A DIGITAL ANALOGY: ATTRACTED BY IMAGE, CONVINCED BY TASTE!'

Whatever the time, whatever the place, when a consumer is looking for quality chocolates, Leonidas needs to be there, on the spot. Such is the will behind the strategy put forward by Universem. A strategy that involves two priorities. Organic web indexing **guarantees both visibility and a long life for the brand and its values.** It broaches all the relevant questions that chocolate fans can possibly ask before purchasing the sweet delight to suit their fancy.

Charged web indexing in turn looks after promoting an increasingly large product range. 'We continue to create new varieties **based on our customers' demands.** We must take care to promote them equally within our physical and digital sales points.' This need results in ultra-targeted campaigns that essentially **concentrate on the experience offered to customers.** Proof is in the form of the discovery and tasting sessions organised for the launch of the Manon chocolate egg.

'DIGITAL MARKETING HAS BEEN PROFESSIONALISED OVER RECENT YEARS AND WE WANTED QUALITY SUPPORT, HENCE OUR PARTNERSHIP WITH UNIVERSEM.'

