

MailChimp

Problem

How does a marketing automation platform grow its business outside of small businesses?

Solution

Create a fun and quirky OOH campaign to demand consumer attention.

Background

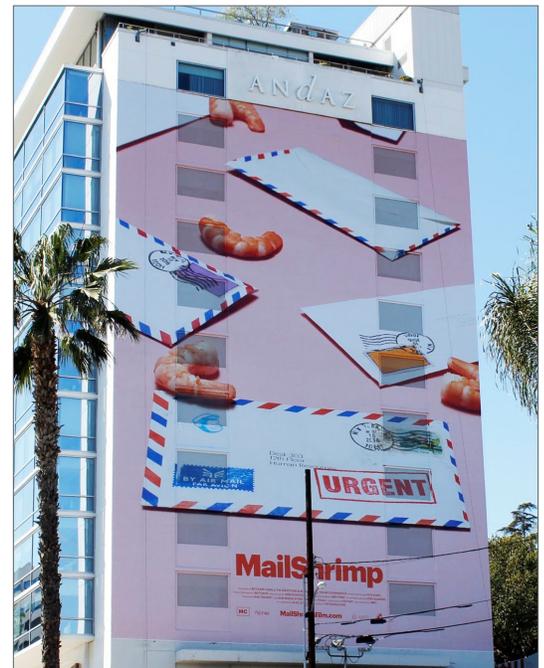
After 15 years of organic growth, the time had come for MailChimp, an email marketing platform for small businesses, to go bigger. Its goal was to deliver a brand campaign at scale, while retaining its brand spirit: authentic, cool, and inspiring. MailChimp had gained notoriety in 2014 by sponsoring the cult podcast, Serial. During the audio ad there was a moment where people mispronounced it's name, calling it "MailKimp" instead of MailChimp. This small mispronunciation became a meme and took on a life of its own. Taking advantage of this moment, the brand created a campaign around that exact concept: stuff that sounds like the word MailChimp. It was called, "Did you mean MailChimp?"

Objective

The creative team created nine new ways MailChimp was mispronounced that were mostly comical, mostly ridiculous, and all unbranded. The intention was to create intrigue so that people would search to find out more, ultimately discovering MailChimp was behind the fun and weirdness. This would reflect on the brand's creative spirit. The nine new mispronunciations were MaleCrimp, KaleLimp, MailShrimp, FailChips, JailBlimp, VeilHymn, NailChamp, Whale-Synth, and SnailPrimp. Each was developed as an activation in their own right. For media, that meant taking nine seemingly disparate concepts and turning them into a highly orchestrated, carefully navigated web of content experience and discovery. MailChimp customers were small business owners or decision-makers in creative fields, like designers, developers, and writers. They had a discerning eye and sharp taste but were elusive to reach with traditional advertising. A sophisticated and integrated media campaign that would make them want to know more had to be developed.

Strategy

Each of the nine projects were a separate cultural activation that needed individual strategies and context. Since each one was treated as a distinct brand, there were sub-strategies for every project. For example, for FailChips, a packet of broken potato chips, was launched like a CPG brand, with sampling, outdoor at point-of-purchase, and partnerships with Eater and Munchies. FailChips branding lived throughout OOH formats such as wallscales and transit, which enabled the company to create demand and an actual market for the product. The chips became so popular that a knock-off brand of FailChips emerged in Indonesia, demonstrating its success. The company worked with *Paper Magazine*, Racked, and BuzzFeed to make men with crimped hair a "thing" for MaleCrimp and brought brand ambassadors to events like SXSW to showcase the new fashion. It took this approach for each of the nine executions, identifying unique cultural context, the channels that would best bring it to life, and the media partners to make it credible. The most complex task was tying it all together. Each, "Did You Mean MailChimp?" execution had



a media plan that mirrored the customer journey for its category. The campaign worked across cinema, TV, influencers, bloggers, print, OOH, digital, social, editorial, and community events in its entirety. It was an integrated media campaign with OOH receiving one-third of the overall budget to generate awareness. OOH made it possible for the brand message to become a part of everyday life. The company leveraged frequency building media, such as mass transit, street furniture, and extended campaign reach using large-format bulletins. Engagement was mastered by allowing consumers to experience the misinterpretations through



unique 60-second vignettes that aired within the cinema pre-show. Although they were independent, the nine executions couldn't live in isolation of each other. With a modest budget, there was risk that a fragmented media plan would reduce potential reach and impact. The company created a search and retargeting structure to tie it all together and mitigate risk. It retargeted users seamlessly across video, content, and social, consistently serving them more executions from the campaign to bring them further into the fold. OOH had a critical role in driving viewers online with each OOH asset being tagged with its respective creative's URL. For example, "Did you say MailShrimp" would feature the URL mailshrimpfilm.com. MailChimp typically opted for business-to-business media channels. This was the first time that the brand brought its message to the masses, allowing OOH to be a key influencer in the overall media plan. OOH received \$4.7 million out of the overall budget of \$15.626 million, the largest portion and highest spend that had ever been designated to OOH. In order to move the needle, three primary key performance indicators (KPIs) were established that would ultimately measure the campaign's effectiveness. The campaign created awareness of the site's redesign and e-commerce products. It also drove connection to MailChimp and affinity for brand. Finally, it built consideration of MailChimp and created a lift in purchase intent.

Plan Details

Markets: New York, Chicago, Los Angeles, San Francisco, Atlanta, Austin, Seattle, Portland, Miami, and San Diego

Flight Dates: January 17, 2017 - March 19, 2017

OOH Formats Used: Cinema, hand-painted walls, wallscapes, bus shelters, bulletins, 2-sheets, posters, subway trains, experiential

Target Audiences: Adults 18+ with a focus on small business and creative decision-makers

Budget: \$4.7 million including cinema

Results

The integrated media campaign of which OOH received over one-third of the entire budget drove significant results. A post-campaign impact study was commissioned that tied campaign performance to key brand equity measures. The KPIs were deemed exceptional. There was a 20 percent increase in awareness of MailChimp and an 18 percent increase in overall affinity for the brand. An astounding 70 percent of people who saw the media campaign said it gave them a better sense of MailChimp's personality. The overall media campaign drove \$3.52 million in earned media value, proving the company created culture rather than chasing after it.

Additional Information

- [CiseroFailChips Orepic](#)
- [Adweek article](#)

Audience Metrics

- Target Audience TRPs: 8,451.15 Total; NY 399.5; CHI 617.4; LA 457.8; SF 885.6; ATL 748.8; AUS 1,480; SEA 238.32; POR 965.3; MIA 864.83; SD 1,793.6
- Target Audience Reach: NY 47 percent; CHI 63 percent; LA 42 percent; SF 72 percent; ATL 52 percent; AUS 74 percent; SEA 31.91 percent; POR 49 percent; MIA 43.9 percent; SD 85 percent
- Target Audience Frequency: NY 8.5; CHI 9.8; LA 10.9; SF 12.3; ATL 14.4; AUS 20; SEA 7.5; POR 19.7; MIA 19.7; SD 21.1
- Additional Relevant Metrics: Over 507 million impressions across traditional OOH; 9.5MM cinema impressions