

### Mindshare helps Dove Men+Care capture 0.84% CTR and rapt attention during Six Nations.

#### Objectives

With lots of sweat, flying mud and millions of riveted male fans – the RBS Six Nations rugby tournament has all the right elements to draw attention to Unilever’s Dove Men+Care brand and its line of face and body washes and antiperspirants for men.

The elite tournament is hugely popular with men of all ages from across the UK and Europe. Mindshare planned a multi-channel online/offline campaign to reach fans with the brand’s message, including product placement in interview videos, sponsored editorials, free samples and a major Twitter presence.

Of course, online ads would be a key element of the promotional mix in order to drive traffic to the Dove Men+Care site and build engagement with the brand.

Mindshare and Essentially worked with Sizmek to develop a dynamic campaign that scored big for Dove Men+Care.



#### Execution

While online advertisers are familiar with using dynamic creative for ad personalization and retargeting, the most innovative marketers know it’s also a powerful tool for keeping messages fresh and up-to-the minute without re-trafficking.

Mindshare, with the help of Sizmek, developed just this kind of solution for Dove Men+Care, creating a dynamic campaign that stayed in perfect sync with the action on the field at the tournament and its passionate fans.

The team developed an HTML5 in-app execution in conjunction with Sky Sports. The dynamic ads were fed a fresh stream of the latest tournament news and scorelines in real time by the team at Essentially, who were on the ground live at matches.

This real-time execution helped cement Dove Men+Care as a “we love rugby as much as you do” brand by instantly responding to the live action. In what turned out to be the most closely contested Six Nations tournament in years, fans were on the edges of their seats and hungry for the latest updates – helping to drive fantastic results for the campaign.



**CONGRATULATIONS IRELAND**  
RBS 6Nations Champions 2014



# Results

Garnering an impressive 0.84% CTR, the conversion rate for this branding campaign was twice the industry average for an HTML5 execution.

Unilever and Mindshare were so pleased with the results that they extended the campaign beyond its original end date.

Visionary brands and agencies are finding fresh and inspiring ways to use Sizmek Dynamic Creative every day. From personalized retargeting to cost-effective creative testing to in-the-moment responsive advertising, Sizmek Dynamic Creative puts phenomenal agility in the hands of marketers.

“This awareness campaign surpassed all our expectations in terms of performance and ROI. It proved to be the ideal way to build a strong association between the Dove Men+Care brand and a sport that millions of our target consumers love to play, watch and follow. This kind of event-based dynamic campaign will definitely be something we consider down the road.”

**Jack Shearring**  
Account manager, Mindshare

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RBS 6 Nations Final Weekend - have your say @dovemen

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