

Top 35 Digital Innovations

in **FMCG** Industry





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Why Are Digital Innovations Important?



Music legend David Bowie, who recently passed away, was a master of innovation, and of reinvention. He knew the value of creating inspirational songs, and of innovating. This is probably why he released his famous single called "Changes" in 1964, a song that is still popular among people of all generations. It made people to accept changes, and seek inspiration in innovation. Yet, many agencies are afraid to try something new when coming up with solutions for their clients. Sometimes, the clients themselves desire innovation, but agencies take the conservative route. This reluctance to innovate comes at an exorbitant price: lost market opportunities, outdated brand identities, insufficient use of technology, etc.

Digital Innovation is a necessity, not a luxury

- The world is changing, and so is the market
- Technology is evolving
- Clients grapple with all kinds of changes
- Most consumers use mobile devices such as smartphones and tablets to learn about brands
- Competitors are tapping artificial intelligence, augmented reality, Big Data, and other novel technologies

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“ *I don't know where I'm going from here,
but I promise it won't be boring.* ”

— **David Bowie**

How Can Digital Innovations Help Your Clients?



One of the reasons why FMCG entities approach agencies such as yours is to engage their audiences, and inspire them to purchase products or services. In parallel, a client that seeks an agency's assistance to engage and communicate with their target audience also needs to increase its ROI and improve its bottom-line figures. Few clients might seek to innovate in order to gain a competitive edge, while others seek to catch up.

In a world that is increasingly being dominated by technology, today's marketing and design strategies involve augmented reality, artificial intelligence, social media, influencer marketing, Big Data, and other emerging technologies and marketing trends. As an agency, it is your responsibility to bring the most innovative solutions to your clients, for they depend on your ability to innovate, in order to find their own marketing success.

- > **How innovation helps your client**
- > **Innovation is a great coping strategy in the face of technological and social changes**
- > **Innovation not only helps one to survive, but it helps your clients to thrive**
- > **Your client's voice needs to be heard amidst marketing noise**
- > **Innovation helps to create a niche for the brand**
- > **Innovation brings brand stories to life**

To help you help your clients better, we have made a list of inspiring innovations in the FMCG sector, all of which might encourage you to think out of the box, and arrive at solutions that help your clients to achieve whatever success they have in mind.

“*Turn and face the strange changes*”
— **David Bowie, Changes**



Digital Innovations in Food and Beverages Industry

1 Domino's – Tweet-To-Order

With stiff competition all around, Dominos has had to make things easier for its customers to order, to gain a competitive edge. The company launched its "Tweet-to-Order" campaign, which allowed its customers to order their pizza on Twitter, by using just a pizza emoji.

All that a customer had to do was sign up for an "Easy Order" account, and enter Twitter handle, payment information, and pizza topping preferences. When the customer tweeted for a pizza, it would be delivered promptly to them. More than 500 people signed up on the very first day of the campaign, and it helped to generate social conversation around the brand.



2 Pizza Hut – Pizza Ordering Chatbot

With hungry customers abound who want their pizza as quickly as possible, Pizza Hut decided to use artificial intelligence to make its ordering process sparkle. Pizza Hut decided to use a chatbot to take customers orders on Facebook Messenger and Twitter.

Pizza Hut struck a deal with Conversable, a chatbot startup, to make ordering easy and quick, from any location in the US. The chatbot took customers' orders quickly and efficiently.

Customers were pleased to access Pizza Hut's full menu, FAQs, and promotional discounts. They were also pleased to be able to order quickly and smartly, right from their mobile devices.

Link: <http://blog.pizzahut.com/press-center/pizza-hut-announces-new-social-ordering-platform/>

3 Coca Cola Super Bowl Campaign

One of the best ways to grab the attention of a large audience is by sponsoring or buying air time during large events.

Coca Cola launched a campaign in which two polar bears for each of the two teams interacted with game events and Super Bowl ads in real-time. The campaign was supported by a microsite "CokePolarBowl.com".

By using polar bears and a microsite to support the campaign, Coca Cola ensured the campaign was viewed by 9 million people across platforms. Most importantly, Coca Cola's Twitter followers increased by 38%

Link: <https://www.youtube.com/watch?v=1V1oNGOV0-4&index=2&list=PL0D74B5C94759942A>



4 Whole Foods Chatbot Campaign

Whole Foods, which is known for its superior quality groceries, wanted to increase customer engagement with its brand. The company focused its campaign efforts on a chatbot, which would interact with customers on Facebook Messenger.

People could simply send food emojis to the chatbot on Facebook Messenger, and get recipes of their choice. They were free to modify the recipe based on their diet plans.

The campaign helped Whole Foods to encourage its users to engage with its brand more often, and create a sticky environment around recipes, groceries, etc, which led to increased sales.

Have a look: <https://venturebeat.com/wp-content/uploads/2016/07/whole-foods.png>

5 Heinz – Secret Ingredient

How does one encourage engagement with a brand that sells something as generic as tomato Ketchup? Heinz decided to get more people to interact with its brand, and increase engagement.

Heinz teamed up with Augmented Reality app Blippar, and integrated a recipe book into its tomato ketchup bottles. All that customers had to do was download the app and hover their smartphone over ketchup bottles to access the recipe book. At the same time, Heinz encouraged people to download the recipe book from its Facebook page, which led to engagement too.

Heinz was able to generate enthusiasm and engagement around its brand by using augmented reality and social media, in a market space that would otherwise have been stifled by the product's generic nature.

More on the campaign here: <https://www.mediapost.com/publications/article/262862/trident-gum-campaign-incents-consumers-to-share-we.html>



6 Trident Gum – Wearable Data

Trident Gum had the arduous task of getting more fitness fans to purchase its chewing gums, and engage with its brand. As fitness fanatics are more action-oriented, Trident Gum decided to employ wearable data technology to enhance engagement.

TridentGum partnered with IoT startup Strap and mobile coupon app Koupon Media to develop an app campaign, in which fitness fanatics had to achieve their fitness goals to be rewarded with a free pack of TridentGum.

The campaign helped to exploit the competitive nature of fitness fanatics, and get them to engage in an action-oriented manner, with the help of wearable data.

Read about Dove's Twitter adventures here: <http://www.adweek.com/digital/dove-and-twitter-built-tool-measure-how-positive-or-negative-your-tweets-are-170165/>

7 Oreo – 360 degree video

In what could be construed as an attempt to ride on the Virtual Reality wave, Oreo released a 360-degree video of a journey inside OREO Wonder Vault. It inspired the company's Filled Cupcake Oreo Cookie.

The video is an immersive experience, and helps the audience to step into the world of Oreo cookies. Using a Google Headset makes watching this video all the more immersive and "real".

The video helped generate online conversations about not only Oreo, but also how Virtual Reality is helping boost sales of food products.

Watch the 360 degree video here: <https://www.youtube.com/watch?v=ENau7AkayN8>

8 BoltHouse Farms - #UrWhatUPost campaign

BoltHouse Farms wanted to promote well being and the concept of eating healthy. The company launched a microsite UrWhatUPost.com, and a social media campaign, to drive home the message.

When you visit the microsite, you get asked "Why should junk food get all the glory?", and promotes eating healthy foods instead. The social media campaign centered on #UrWhatUPost hashtag campaign.

The campaign encouraged people to share healthy foods such as grapes, organic vegetables etc, and frowned upon junk food. Ultimately, it helped to build BoltHouse Farms' brand identity online.

Read about the campaign here: <https://blog.hubspot.com/marketing/ingenious-microsite-examples>



9 Mellow Mushroom - #BurgerBFF

Mellow Mushroom launched a unique BurgerBff.com microsite as part of its Burger BFF campaign. The campaign helped to promote its new vegetarian and beef burgers.

The microsite encouraged participants to enter a contest, whose winners could go to Denver or Seattle for a round trip with their best friend. Participants were asked to share their burger pics on Instagram, with a hashtag #BurgerBFF.

The campaign helped the pizza franchise to promote its burgers to a new audience, and generate online engagement.

Read about the campaign here: <https://blog.hubspot.com/marketing/ingenious-microsite-examples>



10 Morton Salt Campaign

To promote something as basic as salt, a brand probably has to create a lot more digital buzz than other brands might have to. With that in mind, Morton Salt partnered with OK Go, a Chicago-based rock band, and launched a video for its brand. Ogilvy & Mather and Neo@Ogilvy assisted Morton Salt in their campaign efforts.

The video was part of Morton Salt's 'Walk Her Walk' brand platform. The campaign revolves around the music video, and showing the world that just a moment can make a huge difference.

The campaign helped Morton Salt to create buzz around a product that is as common as common salt, pun intended.

Read about the campaign here: <http://www.adweek.com/agencyspy/morton-salt-partners-with-ok-go-ogilvy-for-branded-music-video/121417>

11 McDonald's Google Cardboard Toy Campaign

McDonald's needs know lessons on marketing, and instead, there is something for all of us to learn from this company. Recently, the burger giant released their own Google Cardboard in Sweden, as part of the Happy Meal Box campaign.

The happy meal toy in the campaign is McDonald's Cardboard VR Headset. The goggles come with Slope Stars game, and are intrinsically tied to Swedish culture and skiing resorts.

The campaign helped McDonald's to stress on reusability of toys, and also to present itself as a futuristic brand.

Watch the video here: <https://www.youtube.com/watch?v=bnYg752URcE&feature=youtu.be>

Via: <http://mbryonic.com/best-vr/>

12 Boursin VR Campaign

Boursin is a soft cheese supplier and had to come up with a creative campaign to promote itself. The company launched a virtual reality experience which shows the viewer what it feels like to be in a fridge full of treats.

Boursin hired BecauseXM agency to run this campaign, and stresses on the importance of immersing oneself in reality and virtual reality. The campaign even won the Masters of Marketing Award 2015.

The campaign helped Boursin to gain almost 150,000 YouTube views, and helped it to generate a lot of online conversations.

Watch the video here: <https://www.youtube.com/watch?v=XRik3h5M-qU>

Via: <http://mbryonic.com/best-vr/>



13 Patron VR Tequila Campaign

If you thought tequila company can't make use of VR, this company can prove you wrong. Patron launched an innovative VR marketing campaign that spun a great story around its product, using VR.

The VR video shows you how Tequila is created, and what goes on inside Patron's manufacturing unit. This was one of the more innovative ways to use VR in a marketing campaign.

The video generated thousands of views on YouTube, and helped people to learn how tequila is manufactured. It also helped Patron to position itself as a relevant and futuristic company.

Watch the video here: <https://www.youtube.com/watch?v=cr3V4xt2710&feature=youtu.be>

Via: <http://mbryonic.com/best-vr/>

Digital Innovations in Stationary Industry

14 A Plant in Your Pencil - Digital Fundraiser Campaign

ISH Organic, a direct organic farmers' marketplace, wanted to conduct a social awareness campaign and promote its ISH Plantcil. These are pencils with seeds inside, which can be placed in a pot after they are used, so that the pencil grows into a plant.

The purpose of the campaign was to raise funds and build awareness about how trees are being cut to mass-produce pencils. The company chose Ketto as its fundraising platform.



The campaign doesn't look like it was a great success, but this shows how even an inspirational campaign can do better if it had chosen a social media campaign. This inspiring and innovative campaign had to be included in the list for its sheer ingenuity.

Read about the fundraiser campaign here: <https://www.ketto.org/fundraiser/ISHfarmcil>

15 REEP – Freedom to Print

REEP, an Israeli company, realized that most of us hesitate to print because we are worried about wasting paper. To make sure that we didn't have to keep worrying about wasted paper, they actually came up with a research campaign to develop paper that could be erased after printing.

To promote this paper, the company used a strapline called 'freedom to print', in order to promote a circular economy. 'Freedom to print' helped REEP to popularize its paper among corporate audiences, and even manufacturers.

REEP's campaign has generated a lot of interest, as it uses digital technology to promote paper usage, and yet remain environmentally friendly.

Read about this uniquely innovate erasable paper campaign:

<https://www.ellenmacarthurfoundation.org/case-studies/leep>



16 Montblanc Augmented Paper

Montblanc, a premier and luxury stationery company, launched its Montblanc Augmented Paper to meet the demands of a digital world. As most people have stopped using stationery products, Montblanc found it important to develop a product that is uniquely digital.

Montblanc's Augmented Paper lets you write, and transfer written content to a mobile device with the help of its application. With a tagline that asks you to "Start on Paper. Continue Everywhere", Montblanc truly went digital.

Montblanc's innovative product development helped it to consolidate its position in an increasingly digital world, where stationery products are slowly becoming irrelevant.

Read about this innovative product here:

<http://www.montblanc.com/en/discover/specials/augmented-paper.html>



17 SketchAR Explainer Video

SketchAR came up with a minimalist explainer video to promote its app that allows people to place virtual images on paper, so that they can trace drawings right from their mobile devices.

The explainer video makes the process look really easy, and it is a gift for anyone who is bad at sketching. The video encourages people who don't know how to sketch to use this Augmented Reality-enabled app to start sketching.

The explainer video helped people to take up drawing and sketching using the SketchAR app, even if they didn't have the talent to sketch.

Watch the video here: https://www.youtube.com/watch?v=awHhe00V_1s

18 Staedtler Pencils - Where It All Began

In what could be described as a radical attempt to bring back analog sketching in a digital world, Staedtler Hong Kong launched its "Where It All Begins" print ad campaign. The campaign tries to remind youngsters that much of innovation in today's world stemmed from pencils.

The campaign displays Staedtler's pencil tips crafted into miniature fonts, with the idea being, analog can't entirely be replaced by the digital.

The print campaign was innovative because it tried to promote analog pencil sketching practice to an increasingly digitally savvy crowd, using print media, another analog platform, which is slowly vanishing.

Take a look at the beautiful print ads here:

<http://theinspirationroom.com/daily/2014/staedtler-pencils-where-it-all-begins/>

19 Faber-Castell - True Colours Campaign

How do you sell color pencils to an audience that is busy using Photoshop or Corel Draw? That was the major problem that Faber-Castell faced while trying to come up with an ad campaign to promote its premium color pencils. It sought the help of German agency Serviceplan to launch True Colours campaign.

The campaign involved the tip of the pencil attached to a real life object, to surreally convey that color pencils can bring reality to sketches and drawings that digital tools possibly can't. The campaign found a lot of success among audiences, and they felt inspired to purchase color pencils.

Take a look at the pretty advertisements here:

http://nationaltraveller.com/index.php?option=com_k2&view=item&id=395:true-colours-campaign



20 Arjowiggins Graphic - 'Designer's dream'

In what can be described as digital going analog, Arjowiggins Graphic created a beautiful notepad with the help of Studio Special as part of its 'Designer's dream' marketing campaign.

700 copies of the notepad were printed, and were sold to a very exclusive audience, mostly designers. When 5,000 notepads are printed, the agency planned to contribute to Madagascar pre-school education.

The campaign saw a lot of interest from designers and creative people, who were impressed by the beautiful notepad. It helped the agency to market itself as a socially responsible entity with oodles of talent.

Read about the campaign here:

<http://printmonthly.co.uk/News/Output/3432/designers-dream-from>



21 Artline - Twitter Pen

Artline, an exclusive stationery company known for its markers and pens, decided to have a little bit of fun with its customers on April Fool's Day, in 2011. As a prank, the company unveiled its "Twitter Pen".

The campaign suggested that the pen could access your Twitter account with the help of a 4th generation microchip, and update Twitter instantly. The fact that it was touted as the world's first Twitter pen generated quite a few laughs.

The campaign was successful in reaching out to its audience with the help of humor. The company also involved social media in order to present itself as being digitally savvy.

Check out the campaign here:

<http://www.campaignbrief.com/2011/04/artline-releases-april-fools-d.html>

22 Mohawk - Mohawk Live

Mohawk, known for its premium papers and envelopes, unveiled an Augmented Reality mobile app "Mohawk Live" to support an emerging maker culture. The app was part of a campaign to make content available to makers.

The campaign consisted of three new publications, and Mohawk Live, in which useful content was made available for artists, artisans, designers, and other such creative people. Mohawk Live supports the three publications which help makers to create beautiful things using paper.

The campaign was a roaring success, and helped the company to position itself as an entity that encourages the maker culture. The idea was to make print relevant among "makers".

Read about the campaign here:

http://www.printingnews.com/press_release/11017832/mohawkdebuts-new-campaign-supporting-makers-and-celebrating-the-culture-of-craft

23 Kokuyo Camlin - Experience Camlin app

Kokuyo Camlin, a premium stationery brand that is very popular in India, launched the Experience Camlin app campaign to promote its products and encourage users to try out its products. The idea was to increase the number of loyal customers and get them excited about the product range.

The campaign encouraged customers to download Experience Camlin app and create works of art on a virtual canvas. The participants of the contest were later voted by a large group of people consisting of members from the public.

Thousands of people downloaded the app and expressed their artistic skills, leading to a massive participation. The campaign helped Camlin to reassert its position as a household stationery brand.

Check out the campaign here:

<http://www.campaignbrief.com/2011/04/artline-releases-april-fools-d.html>



24 Stabilo - 3D Colors App Campaign

Stabilo is a renowned German stationery company that sells pens and pencils. The company wanted to position itself as a digitally savvy entity among its younger audiences. It decided to launch an application to attract more users and increase engagement. Stabilo launched its

Stabilo 3D Colors app on iOS and Android for children aged 4 and above. The idea was to get them to create 3D animations, and eventually graduate to buying color pencils sold by Stabilo. The company developed a microsite to support the campaign.

The app is still being downloaded by children and their parents, and is proving to be a great success. It has helped Stabilo to position itself as a digitally savvy company.

Take a look at the app's microsite here:

<https://www.stabilo.com/com/stories/stabilo-3d-colors/>

25 Barneys and Connor App Campaign

Barneys New York and Connor Stationery teamed up together to launch an app that helps people to send personalized notes to friends and family from their computers or mobile devices. They teamed up with Bond, a personalization technology specialist.

The app allows users to write personal messages to their friends and family right from the mobile devices, and also insert handwritten paper cards right into the app. This unique synthesis of the digital and the analog makes this app truly innovative.

The campaign helped both Barneys and Connor to position themselves as modern and luxurious stationery companies, which are rooted in traditional luxuries, but are also forward-looking brand.

Read about this campaign here: <http://thewindow.barneys.com/connor-stationery-app/>



Digital Innovations from Home Care Industry



26 IKEA - Place In Your Room Campaign

One of the pioneers of DIY culture, IKEA has always used different technologies to bring great products to its consumers. To help customers choose furniture better, the company launched a catalog app called "Place in Your Room", which makes use of Augmented Reality.

Customers need to download the app, and hover their smartphones around the furniture they plan to pick up. The augmented reality feature helps them to visualize how the piece of furniture would look in their house.

This app campaign helped the company to bring better shopping experience to its customers, and eventually helped to drive up sales.

Take a look at the video which helps you understand how it works:

<https://www.youtube.com/watch?v=vDNzTasuYEw>



27 Method – Laundry Smart

Method, which is an eco-friendly home care company, wanted to launch a marketing campaign to promote its new laundry detergent. The company unveiled "Laundry Smarts", a unique digital campaign consisting of a microsite and video, and a clothing donation drive.

People could donate used clothes to an interactive mobile truck, while the microsite and video engaged the audience with quizzes, contests, and other fun activities.

The campaign combined social awareness and digital campaigning together, and helped Method to position itself as a fun-loving, socially-aware company.

Take a look at the campaign here:

<http://www.eventmarketer.com/article/method-rolls-out-laundry-smarts-campaign/>

28 Airpure Ice Cream Air Freshener Campaign

Airpure wanted to launch a new scent for its car air freshener. It teamed up with Unilever's Wall's ice cream, and launched an air freshener inspired by its Funny Feet lolly.

To support the campaign, the company created a microsite where customers could win Airpure goodies, and vote for the next air freshener scent inspired by Wall's ice cream.

The campaign helped Airpure to generate social conversations, and drive more traffic to its microsite, which eventually helped it to generate more leads.

More about the campaign;

<http://www.licensing.biz/news/read/unilever-reveals-wall-s-funny-feet-ice-cream-scented-car-air-fresheners/040022>

29 Placed iBeacons App Campaign

Placed is a startup that wanted to popularize iBeacon usage at home. The company wanted to help people use iBeacons in their home care solutions. With this in mind, Placed launched an app which works in conjunction with iBeacons.

Placed app helps people to quick-launch apps, such as something related to a bathroom or a kitchen. Beacons are attached to doors of different areas in the house, and if you enter the bathroom for example, an application pertaining to bathroom will fire up.

This app helped people to interact with their home environment better, and allowed placed to prove that iBeacons don't have to be used only in retail, and that they could be used at home as well.

Read this article for more information:

<https://techcrunch.com/2014/03/21/ibeacons-arent-just-for-retail-placed-lets-you-use-them-as-iphone-quick-launchers-at-home/>



Digital Innovations from Personal Care Industry

30 Vaseline Skin Analysis App

Vaseline, which is very popular in South Africa, wanted to showcase its skin expertise on its app "Skin Analysis". Though people used Vaseline products, the vast body of scientific literature that the company has accumulated over the years had to be used to provide information and awareness to consumers.

Vaseline teamed up with Liquorice agency, and launched the Vaseline Skin Analysis App. The campaign lasted for three months, and helped build awareness for the app. The app uses sensorial 4D experience, and assesses users' skin right from the app.

The app helped Vaseline to promote its position as a skin care thought leader, and helped people to discover useful products for their skin care.

Read about the campaign here:

http://www.mmaglobal.com/case-study-hub/case_studies/view/41445



31 Procter & Gamble App Campaign

Procter & Gamble, which is one of the world's largest FMCG companies, decided to roll out a beauty applications to help its customers find answers related to skin care, hair and other issues. The campaign was targeted at women who are busy, and always on the go.

Densebrain developed the app for Procter & Gamble, and users can seek beauty consultations, flip through products, or save recommendations. The app uses artificial intelligence to recommend products to users.

The campaign helped Procter & Gamble to widen its reach and target women who are always on the go. The app made it easier for them to seek beauty-related tips, and browse products.

Read about the campaign here:

<http://www.mobilemarketer.com/ex/mobilemarketer/cms/news/advertising/10211.html>



32 Mush and Neutral 0% launch co-branded content

Parenting app Mush and skin care range Neutral 0% teamed up together to create content that is co-branded. The companies planned to share the content on their app and on social channels.

The campaign consisted of creating content that is closely related to skin care and Scandinavian heritage. The idea was to encourage people to try the app and the products, and kind of bring two different audiences together.

The campaign helped Mush app to gain access to Neutral 0%'s audience, and vice versa. Co-branded content helped to position both of them as companies that are nurturing for children and for skin.

Read about the campaign here:

<http://www.campaignlive.com/article/parenting-app-mush-secures-brand-partnership-unilevers-neutral-0/1417075>

33 L'Oreal – Makeup Genius

If you thought skin care and cosmetic space is getting a little too crowded, L'Oreal actually has to deal with this reality every day. In order to get an edge over other brands, and to encourage women to try makeup from the comfort of their homes, L'Oreal unveiled its Makeup Genius App. The app uses Augmented Reality to make trying makeup fun, and allows women virtual access to more than 4,500 products in L'Oreal's catalogue. With more than 10 million downloads, and a mention in the list of most innovative companies in 2015, L'Oreal struck gold with this campaign.

URL: <https://www.youtube.com/watch?v=G1z2Od5llsA>

34 Dove - #SpeakBeautiful

Personal care products are intricately linked to a person's self worth, and no company knows this better than Dove, which has marketed itself as a company that promotes inherent beauty. To help women beat body shaming and negative comments about their looks on social media, Dove teamed up with Twitter and launched the #SpeakBeautiful campaign.

Dove and Twitter came up with a tool to measure the impact of words on people's self esteem. The tool helped to identify negative tweets about beauty that lowered women's self esteem. The idea was to promote positive conversations about people's looks.

Dove managed to grab attention again with its focus on positive tweets about beauty, and ability to recognize negative tweets and help women ignore them. Certainly, women aren't complaining.



35 Nivea Sun Band

Nivea knows what it is best at skin care, and getting people to nurture their bodies. However, the company wanted to show parents that it is not only consumers' skin that the company cared for, but also their children's safety.

In an innovative campaign to help parents protect their children on beaches, and ensure they don't stray too far away, the company printed trackable bracelets called "Sun Band" within its sun protection cream ad in Veja Rio magazine. The bracelets could be torn off, and children could wear them, so that parents could locate them easily on mobile apps.

Parents could freely go to the beach, assured that Nivea's sunscreen took care of their skin in the sun, and that the children were always traceable. Certainly, Nivea earned a lot of goodwill with the help of this campaign.

More about the campaign here:

<https://www.becausexm.com/blog/great-experiential-marketing-nivea-s-wearable-protection-ad>

Conclusion

As you can see, these 35 Digital innovative campaigns helped even the most non-digital companies to use some form of technology to innovatively position themselves as modern brands. Technology helped each of these brands to remain relevant, and communicate this relevance to their audience. As an added benefit, their sales went up, their audiences engaged more often, and they also became more popular in newer and unfamiliar markets.

As an agency, it is your responsibility to bring innovation to your clients, and ensure that they gain something from the campaign you handle for them. We hope this list inspires you to innovate, and continue to promote technology as the means to remaining relevant in an ever-changing world.

Top Digital Innovations

in FMCG Industry



www.indusnet.co.in