Unilever First To Deploy Brandtone’s Automated Marketing Tool

Contributed by Brandtone
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At the Mobile World Congress (Dublin, 24 February 2014), Unileverâ€™s Luis Di-Como, Rahul Welde and other senior marketing executives from the company will activate Konnect, Brandtoneâ€™s first automated mobile marketing platform, capable of sending targeted messages to millions of consumers.

This revolutionary new tool means global brands, including Unilever, Mondel z and SAB Miller, can now engage directly with mobile phone users in the worldâ€™s fastest growing markets. Through the platform, marketers have access to a vast permissioned database, allowing them to identify a target audience, create a relevant brand promotion offer and issue a call to action all from their laptop, or mobile device. The Unilever delegation will be activating the tool at 3pm at the Brandtone stand (7F79, Hall 7) in the Enterprise Ireland pavilion, using a message targeting consumers taking part in a campaign for Unileverâ€™s Sunlight soap brand in India. In this way, Konnect transforms the marketing process for brand managers, condensing months of planning and agency support into one application. Companies can now build and promote their brands in emerging markets through real-time interaction with consumers with just a few intuitive clicks.

The platform builds on the consumer database Brandtone has built through its work for global brands in the world's ten fastest growing markets. This database is unique because every consumer has explicitly given the permission to be contacted in the course of purchasing a product and profiling themselves. Every interaction benefits both the brand and the consumer, underpinned by meaningful value exchange. Luis Di-Como, Senior Vice president Media, Unilever said: â€œMobility is transforming the way in which we build brands. And to ensure Unilever is prepared to meet this transformation, we have developed a marketing strategy called Crafting Brands for Life in a Connected World. This means Putting People First; Building Brand Love; and Unlocking the Magic. We believe that mobile is the connective tissue that holds this strategy together. In this way, mobile marketing is a great platform for building sustainable relationships, allowing us to create the proper context in which to interact with people in a personalized and addressable way.â€• Rahul Welde, Vice President Media, Unilever, said: â€œWe are delighted to be the first users of Konnect and to be launching in India. We are also eagerly expanding the Brandtone partnership into China and Indonesia which will further fuel our engagement with consumers. â€œWe see Konnect as the marketing equivalent of the Bloomberg terminal â€“ providing real-time insights and a way of managing campaigns as they happen. We can now identify, engage and reward individuals who use our products exactly at a time when it represents the most value for them.â€• With competition to attract consumers in fast growth markets increasing, mobile offers the only universal way of engaging with them. Brandtoneâ€™s model makes campaigns accessible to all mobile users, regardless of handset or network, an important factor when over 90% of handsets in these markets are basic feature phones. Donald Fitzmaurice, Founder and CEO, Brandtone, said: â€œAs developing and emerging markets mature, brands need to find ways to build direct relationships with consumers there - and that means two-way, real-time dialogue. â€œKonnect does this, by empowering brands to engage with our database of permissioned consumers in the worldâ€™s fastest growing markets â€“ where 45% of the worldâ€™s GDP will be by 2020. Now they can resp instantly to minute changes in campaign activity, with an immediate impact on ROI. â€œIt is so exciting to visit clients and to see the Konnect on large screens providing â€˜live coverageâ€™ of campaigns as they unfold.â€• For more information please www.brandtone.com | @BrandtoneFollow Market Research World on Twitter or join in the conversation with our LinkedIn Group