#TwirlOrangePreSale Cadbury UK - World's first Pre Sale for a chocolate bar on Twitter

#Background

@CadburyUK announced the return of its best-selling **Twirl Orange .** They would gave fans a better chance of getting one exclusively on Twitter: fans could only enter the presale via Twitter by tweeting @CadburyUK and hashtag **#TwirlOrangePresale**. The first **5,000** individuals to tweet these were eligible to purchase a Twirl Orange with a redeemable code.

#OurSolution

As Certified Twitter API Partners, part of our role was the execution of the main tech-assets to ensure the right and best campaign experience:

Like to Remind: by sending 2 reminder notification tweets to fans announcing the beginning of each pre-sale Livestream. Total: 72K

2x Livestream Moderation: display and moderation of the interactive livestream during pre-sale, integrating also the "celebration tweets" from fans. These tweets were monitored and approved manually to ensure brand safety and consent of the fans. Total viewers: 58K

2x Autoresponses with codes: 2x delivery of private codes for fans to redeem on Cadbury's website. Total: 10K (5K each pre-sale event)

Cardbury UK DATE: **August 2020** MARKET UK **FORMATS**:

BRAND:

Like to Remind Livestream Periscope **Autoresponses**

→ <u>#TwirlOrangePreSale</u>

	< Tweet	
892K views ♀ 316 ♀↓10.5K ♡ 62.6K ♪	Cadbury UK @ @CadburyUK · 56m ··· The elusive Twirl Orange bars are back. To get one, follow the instructions	Tweet
 Cadbury UK @ @CadburyUK · 18h Last year Twirl Oranges were hard to find, so this year we're doing a presale before they hit the shops. this tweet to get a reminder about the first release. They're yours for 69p, but you'll have to be quick; it's first come, first served in the #TwirlOrangePresale. 	#TwirlOrangePresale	Cadbury UK
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