



# #TwirlOrangePreSale

guud

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 give 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)**

**BRAND:**  
Cadbury UK

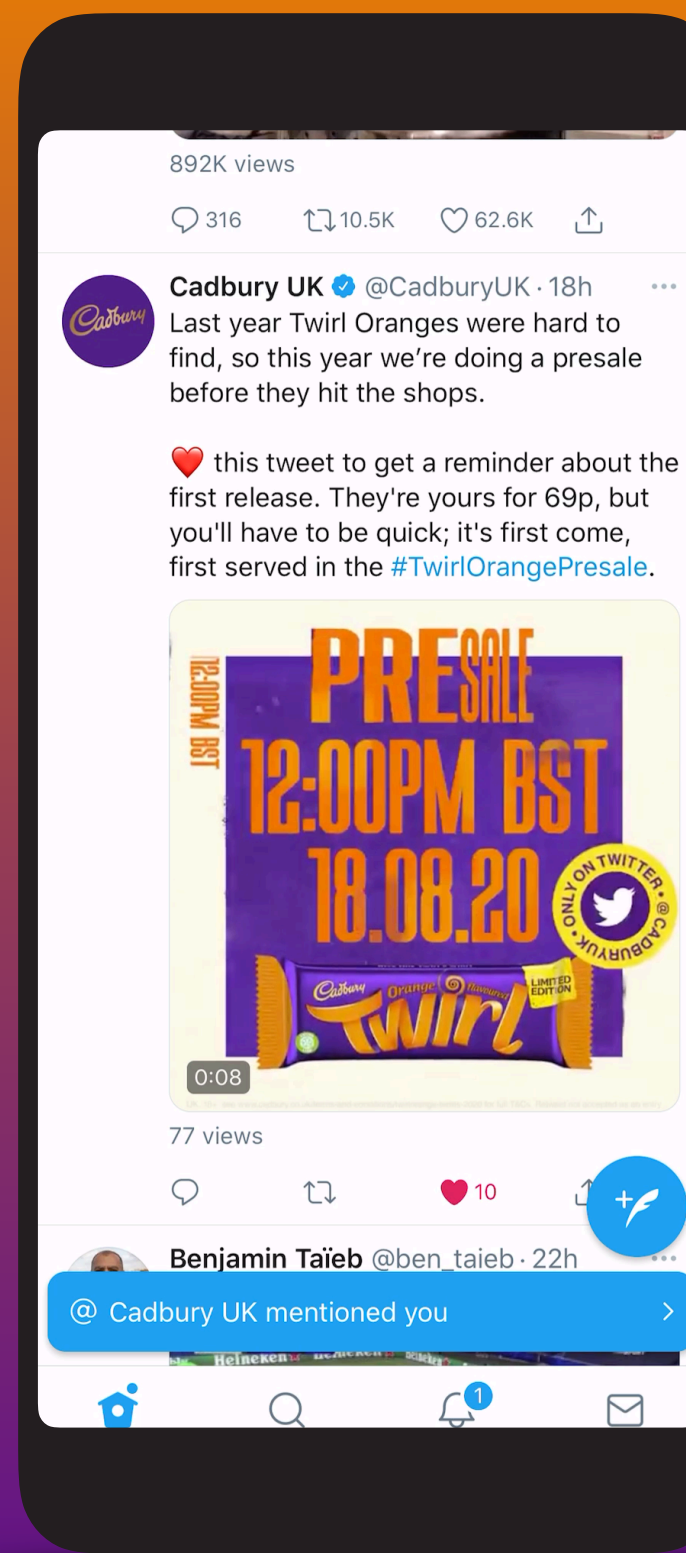
**DATE:**  
August 2020

**MARKET**  
UK

**FORMATS:**

Like to Remind  
Livestream Periscope  
Autoresponses

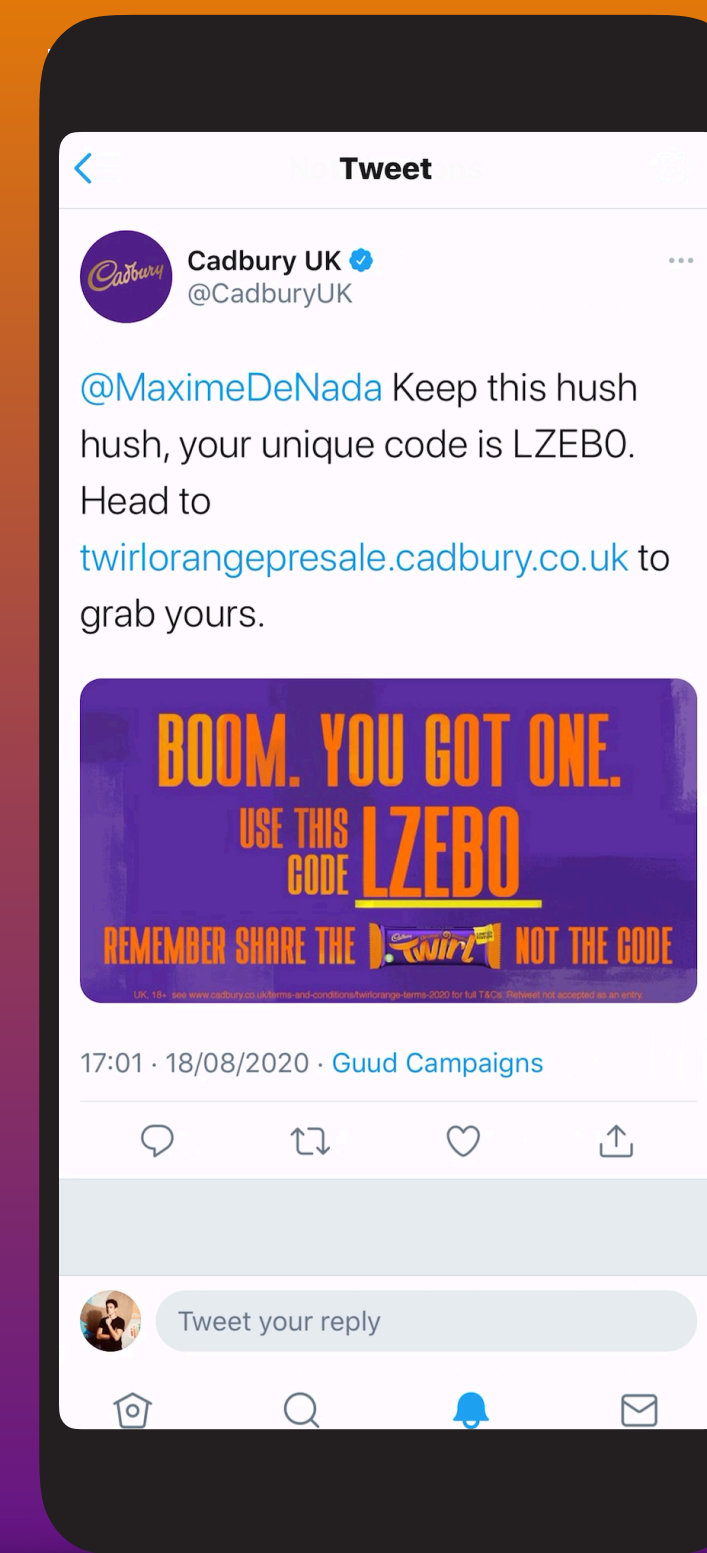
→ #TwirlOrangePreSale



Like to Remind



Periscope Transmission



Autoresponses with redeem codes