Cadbury

WORLDWIDE HIDE

BERNADETTE FROM VCCP

WELCOME TO THE WORLDWIDE HIDE

Cadbury believes that there is "a glass and a half in everyone", that little extra you can share. To realise this we use principles of not just storytelling but story doing through our brand experience platforms to bring people together, and enable human connection, even if physical connection is impossible.

VCCP London is the agency of record for Cadbury both locally in the UK and centrally with the Global team. Cadbury briefed us to come up with a creative way to encourage people to connect with loved ones over the Easter period.

Now in its second year, we have learnt, iterated and improved the core digital experience, focused on writing clues, finding eggs and the generous act of hiding an egg for someone you love - anywhere in the world, online. It was imperative that we set out to connect people across the globe through the power of generosity.

Our innovative idea was
Wouldn't it be really cool if somehow, you could recreate the magic of the traditional Easter egg hunt by hiding an egg for someone you love - anywhere in the world, online?

SHOW YOU CARE, HIDE IT

The experience we designed and developed allowed people to hide a virtual egg on the map in a special location, then write a personalised clue to lead their loved one to find the egg. You could even choose for a real Cadbury Easter egg to be delivered in bespoke packaging to the recipient's home in time for Easter. The game was based in hiding & seeking, but the focus was very much on connection, not competition. Activation at its heart, it was also fully supported by complimentary comms, with a whimsical TV commercial & presence across social media.

Discovery to the roll-out of the solution took about 7 months. Our Design and Engineering team started with a 4-week discovery phase in September 2020 where we developed a service blueprint that set the foundations of the project. By visualising the entire process of a service from start to finish, listing all the activities that happened at each stage, and the different roles, actions, processes and systems involved, the blueprint allowed all stakeholders to align on the solution.
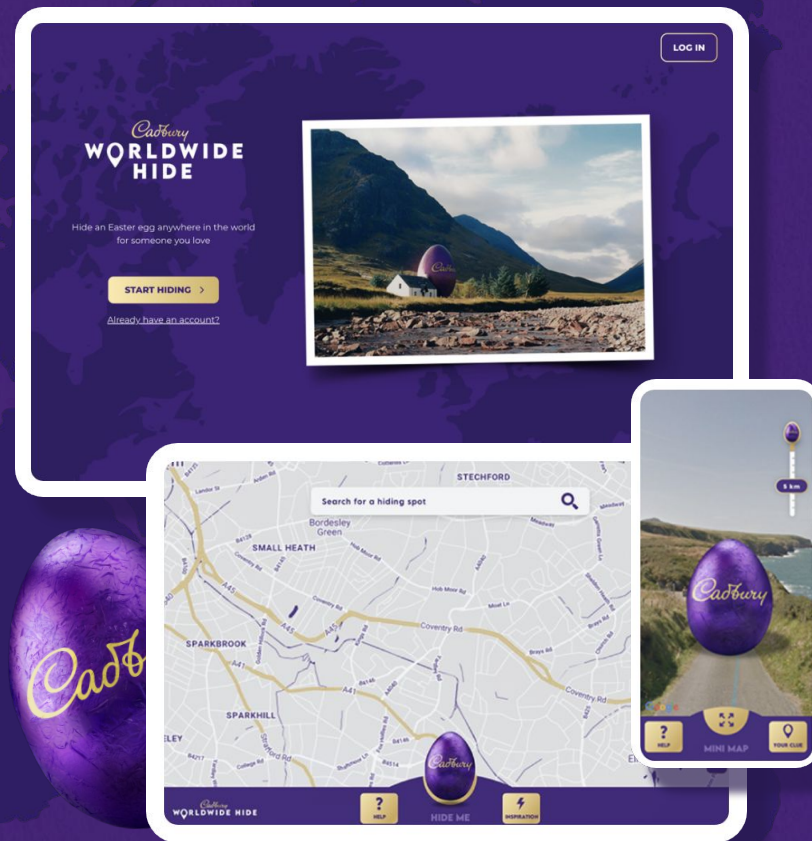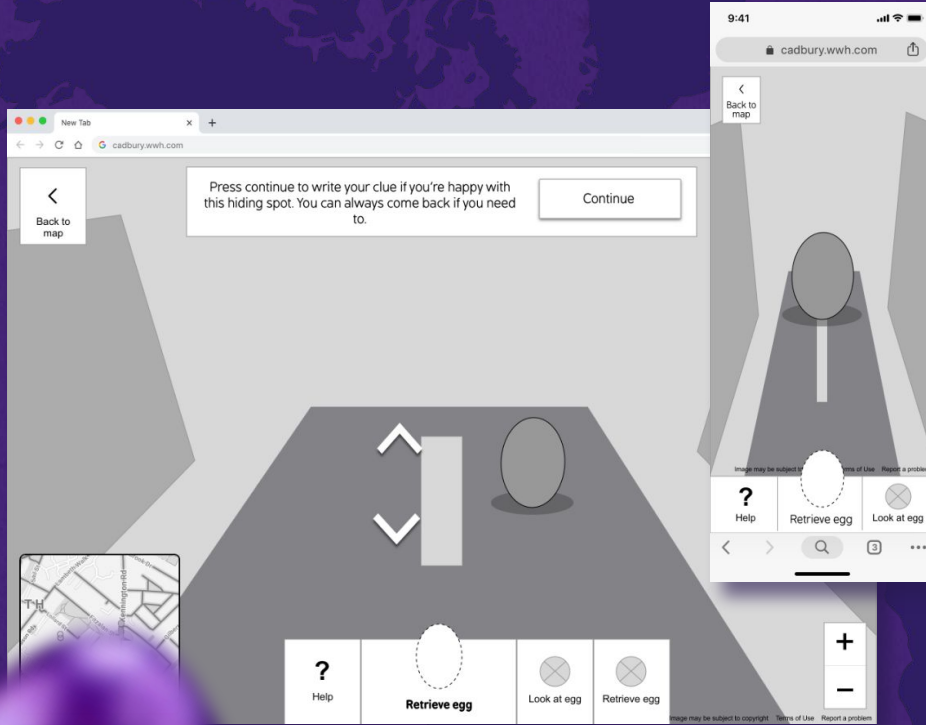
PROTOTYPE, ITERATE, TEST

Prototyping and testing early was invaluable for us to validate our hypotheses. We created a technical proof of concept which enabled us to test using 'real' Google Maps and real people early in our design process proving that our idea was both technically feasible and an enjoyable casual gaming experience, easily accessible to all.

We started iterative cycles of development in November 2020, beginning with UX (prototype for user testing), UI (interface design and customisation of Google Maps using Cloud-based Maps styling), and then kicked off front end and back end development in December. We launched the Cadbury Worldwide Hide platform in early March 2021—just in time for millions of users around the world to enjoy ahead of Easter.

To do our concept justice, we had to assume anything was possible. We knew mapping the world was integral, so thought big and beyond the traditional use of Google Maps and treated it as a foundation platform to build upon.

HIDE & SEEK FOR EVERYONE

An accessible experience was key however Google Maps default keyboard controls are poorly implemented. We needed to provide a way for people to hide and search for an egg, choose a location, navigate 2D maps, explore street view, hide their egg and send a clue to their loved one all via the use of just their keyboard. We achieved this by designing and implementing a bespoke keyboard accessibility experience that far exceeded the default Google capabilities allowing the whole experience to be completed without a mouse.

We built upon the 'out the box' functionality using cutting edge cloud tech with innovative Google Maps Integrations to create a fully accessible platform that immerses the public into unique hide and seek experience. Using a user-centred approach, our journey integrated systems across CRM, e-commerce and fulfilment. Fully utilising Google Maps Street view we really brought the feelings and fun of easter egg hiding and seeking in the real world, online. Delivering a seamless fun experience whether you're taking part for fun, or buying an egg for your loved one.
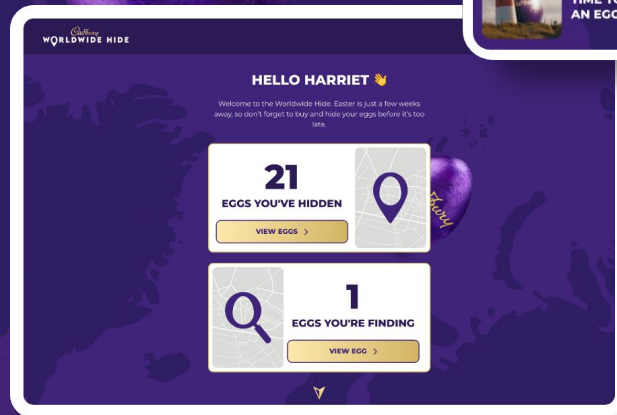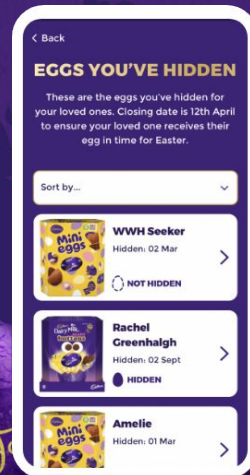
ENGINEERING AN EXPERIENCE FOR THE WORLD

Providing an engaging map experience to our users was key to the execution and by leveraging the Google Maps interface consumers already use on a daily basis, we were able to focus on our core campaign message. We built the platform using both the Maps Javascript API to render the 2D maps and the Street View API, which allowed users to hide their egg anywhere in the world for their loved one to find via a bespoke mobile-first interface.

We also used Place Autocomplete powered search allowing users to search for their favourite location. Seekers were aided with a real-time distance metre and contextual hints system to assist if they got stuck. Our Design and Engineering team used Google Maps Platform Cloud-based maps styling to customise the map.

CONNECTING MORE PEOPLE IN MORE WAYS

Cadbury Worldwide Hide launched across 4 markets (UK, IE, AUS, SA, NZ) simultaneously. Not only that, we had a bespoke version built exclusively for Manchester United football club which featured a special edition Man United egg. We integrated systems across multiple channels, combining web, CRM, regional e-commerce and fulfilment to deliver a seamless, fun experience for hiders and seekers.

A week before Easter Sunday, we had sold out of eggs

Marketing database opt-in rate of 38.77%

There were over 2.26 million site visits with an average time spent on the platform of almost 5 minutes

An average user dwell time of 5+ minutes, people were super engaged

Over 800k eggs were hidden across 5 markets in total and 14.5k eggs bought

The Cadbury Worldwide Hide platform was the number one Mondelez website globally, and a couple even used the platform for a marriage proposal!