

EBOOK

# How Arla Foods Masters Localized Messaging



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# Introduction

Denmark-based Arla Foods is an international cooperative and the world's sixth-largest dairy company, with production facilities in 11 countries and sales offices in 30. But what makes Arla wildly successful and so unique is their cooperative model: it is owned by more than 12,600 dairy farmers in Sweden, Denmark, the UK, Germany, Belgium, and Luxembourg. Arla's hallmark is its proprietary quality program all dairy farmers adhere to and the sustainable practices across its supply chain.

Arla's dairy products are sold globally under three brands: Arla, Lurpak, and Castello. These unique brands all sit under one umbrella, presenting Arla Foods with

two major challenges. First, how can they implement consistent, global messaging while staying true to each individual brand?

Second, how can the marketing leadership team review the performance of each brand in a uniform, intuitive way?

Arla Foods turned to Percolate to help solve these challenges. Using Percolate, they devised a system for global production and reuse of assets across markets, and a robust, intuitive way to record performance data on their marketing.



# Go global, then local

Arla sells its products in 30 markets, making scale a key concern for its global marketing team. How can the team create assets that can be repurposed across local markets, while ensuring consistency with Arla's global brand guidelines?

Percolate provides the necessary connective layer between Arla's marketing teams at the global and local level. Using Percolate Campaigns, Arla's global brand managers are able to develop the creative strategy, ultimately sharing creative assets across markets in a single platform.

This asset sharing can result in enormous savings over time, but only when there is a system in place to support it. One of Arla's local brands — Castello Cheese — created short videos of food aficionados showcasing its products for diverse cooking and serving uses. Using Percolate's Digital Asset Manager, the team at Castello not only had a central place to store the videos, but also the ability to distribute them to ten local markets. Within minutes, these short videos could be re-used around the world, driving \$50,000 in savings on a single video.



# 30

Global markets

# \$50k

Savings on a single video

“

**Percolate has fundamentally transformed our way of working; now we have global production of assets to be reused across markets.”**

**Thomas Heilskov**  
*Global Digital Director*  
Arla Foods

# Data made simple

Marketers are often trapped when setting key performance indicators. With time devoted to briefing and creative production, post-campaign learnings can often be overlooked. Additionally challenging is getting those KPIs aligned across markets to see what strategies and markets are performing best. Arla took a proactive approach to these challenges, creating a unique but intuitive solution to measure KPIs on all creative produced within Percolate. Their goal? To gain actionable insights the team could adopt in real-time.

Arla created a simple framework within Percolate Analytics, building out four custom dashboards. Each dashboard maps to a form of audience engagement: Reached, Responded, Engaged, Connected. These pillars allow the team to see how audiences are interacting with their content on a number of social channels.

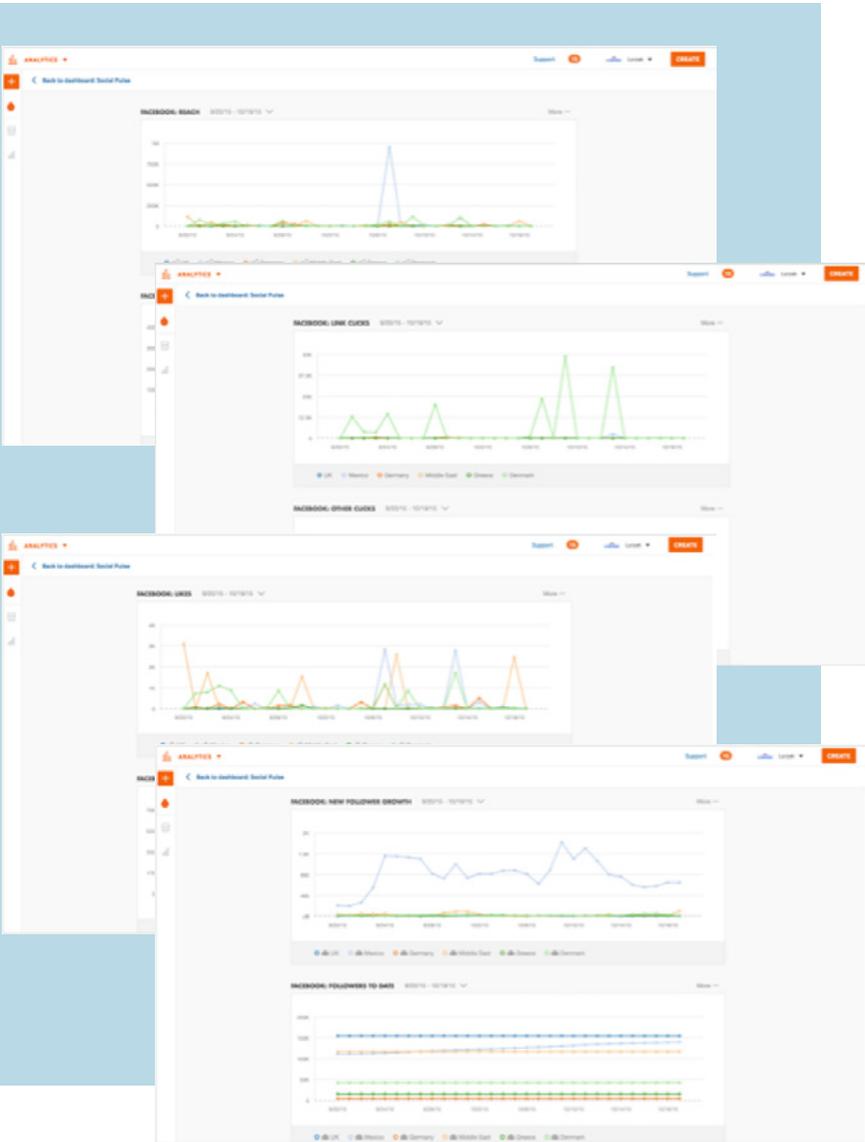
Ultimately, using its Percolate Dashboards, Arla leverages this knowledge to target customers where they are most engaged, and identify gaps it can fill with newer, more engaging content.

Analytical pillar	Definition	Metric
<b>Reached</b>	Consumer is exposed to the brand on any external touchpoint	Impressions (earned vs. paid)
<b>Responded</b>	Consumer actively responds to the brand message on any touchpoint	Link clicks
<b>Engaged</b>	Consumer engages with brand content on any touchpoint	Social interactions (likes, comments)
<b>Connected</b>	Consumer connects with the brand by actively following or subscribing	Social subscribers (new followers)

# Data made simple, continued

Percolate's analytics reports give the team visibility into the frequency, volume, and change in customer conversations over time so the team is "always on" with regards to customer needs. Not only that, Arla's dashboards enable granular market analysis: global brand managers now have a clear view of how each of their markets are performing against others, across their KPI pillars.

Arla has gone beyond tracking just performance analytics — they've created a system to make sure local teams are accountable for how they're doing. The visibility that these dashboards provide, combined with the realtime updates, make for a more engaged, always-on marketing organization.

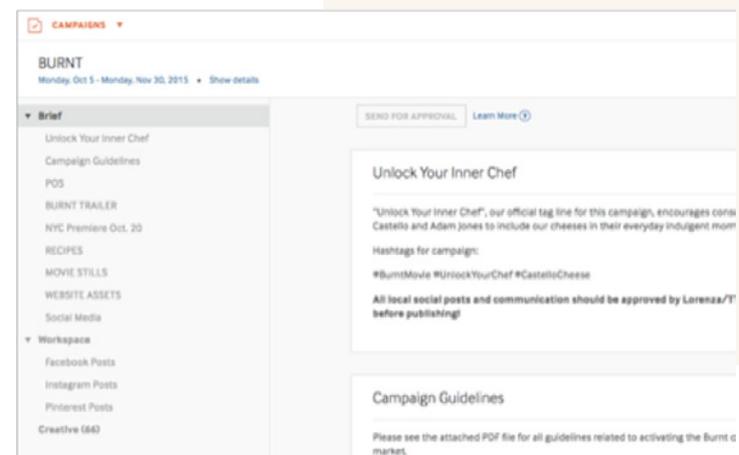


# When cheese meets Hollywood

This global-to-local asset sharing and visibility into campaign performance was instrumental for Arla in measuring one of its biggest global campaigns to date. The brand partnered with the Hollywood film *Burnt* — produced by The Weinstein Company, starring Bradley Cooper and Sienna Miller— to promote Castello Cheese. Arla’s strong local network of dairy farms, chefs, and culinary aficionados allowed the brand to create custom assets for fans after the film was released. For example, one of the chefs Arla works with in Denmark created 14 restaurant-style recipes for the brand’s audience — they are “everyday aficionados”, as Lorenza Marzocchi, a Global Senior Manager on Arla’s marketing team, describes them.

All visual assets were created at the global level and templated for local teams to use, ensuring the Castello brand message was locally translatable.

After accessing the assets in Percolate, local marketers could adapt the language and swap out local customs, all while maintaining overall brand consistency. This process proved cost-efficient for Arla, saving time and resources for the marketers on local teams.



# About Seismic

Seismic is the industry-leading marketing and sales enablement solution, aligning go-to-market teams while empowering them to deliver engaging buyer experiences that drive growth. Seismic's Storytelling Platform™ delivers innovative capabilities for marketers to orchestrate content delivery across all channels, and for sellers to engage with prospective buyers in a compelling, resonant manner at every step of the buyer journey. More than 600 enterprises including IBM, American Express, and Quest Diagnostics have made Seismic their sales enablement platform of choice. The Seismic Storytelling Platform™ is integrated with business-critical platforms including Microsoft, Salesforce, Google and Adobe. Seismic is headquartered in San Diego, with offices across North America, Europe, and Australia.

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