

Kinder

KINDER® BAROMETER:
presentation of research
results and Kinder® a little a
lot campaign

February, 8
Moscow



Little moments
can mean a lot.

At Kinder, we love all the little moments.
For kids, moments are never small when shared with you.
They may last an instant but they say everything.
Because what may seem little to us, means a lot to them.

Kinder
a little, a lot.

Campaign stages:

- 1. Campaign launching – media coverage based on the very first press-release**
- 2. The presentation of Kinder Barometer research results - Press-event media coverage**
- 3. Campaign – online and print media coverage**
- 4. New plan of activities from the PR&Marketing team**



KINDER® BAROMETER: presentation of research results and Kinder® a little a lot campaign February, 8th, 2019, Novikov Business School, Moscow

The presentation of Kinder Barometer research results in Russia along with Kinder «A Little A Lot» campaign was held in a mixed format of official press conference and informal press brunch

Among the guests were:

- ✓ Rimantas Reimontas - Chief Client Officer Ipsos COMCON Russia, analytical agency;
- ✓ Aleksandr Pokryshkin – children psychologist, play therapist and an expert;
- ✓ Irina Slutskaya – Russian figure skater, World champion and popular TV host, one of the «Kinder a little a lot» advertising campaign heroes;
- ✓ Elena Kizyakova – popular TV host;
- ✓ Ferrero brand representatives;
- ✓ Relevant bloggers;
- ✓ Relevant Media;



Released publications.

Preliminary results by 27/02/19:

Number of publications – **17**

Total media outreach– **24 464 188***

№	Media	Date	Media Outreach	Link
1	Style in the city	08.02.2019	2 804	http://style-in-city.ru/ehvolyuciya-sovremennogo-roditelstva-na-puti-k-idealu/
2	Cetre	08.02.2019	4 028	https://cetre.ru/category/news/kogda-maloe-znachit-tak-mnogo/
3	Львиная доля городских новостей	15.02.2019	2 515	https://lionsharecitynews.ru/evolyutsiya-sovremennogo-roditelstva-na-puti-k-idealu/
4	Now You Know	11.02.2019	4 438	https://nowuknow.ru/2019/02/11/avolyutsiya-sovremenogo-roditelstva-na-puti-k-idealu/
5	World Podium	12.02.19	12 622	https://worldpodium.ru/news/evolyuciya-sovremennogo-roditelstva-na-puti-k-idealu
6	Столичный Информационный Портал	13.02.19	3 144	https://www.yamoskva.com/node/86100
7	МамСила	13.02.19	19 735	https://mamsila.ru/post/20-malenkih-radostey-kotorye-mnogo-znachat-dlya-detey
8	Letidor	14.02.19	138 060	https://letidor.ru/novosti/v-rossii-detei-so-smartfonami-bolshe-chem-v-stranakh-evropy-14-02-2019.htm
9	Деловая Москва	13.02.19	1 117	http://www.delmoscow.ru/news/?cid=3fe6b80e&nid=248fd513
10	Cosmo	15.02.19	13 824 883	https://www.cosmo.ru/psychology/news/15-02-2019/issledovanie-kinder-barometer-naskolko-schastlivy-roditeli-i-deti-v-rossii/
11	Домашний Очаг	18.02.19	1 062 313	https://www.goodhouse.ru/family_and_children/ne-propusti_1/86-rossijskih-roditeley-veryat-cto-ih-deti-schastlivy/
12	HipstaМама	18.02.19	8 706	http://hipstamama.ru/stories/novosti/issledovanie-kinder-barometer-pokazalo-cto-deti-schitayut-sebya-schastlivymi/
13	OK magazine	18.02.19	85 337	http://www.ok-magazine.ru/style/87595-slozhno-li-byt-idealnymi-roditelyami-kinder-pomogaet-razobratsya

Released publications.

Preliminary results by 27/02/19:

Number of publications – **17**

Total media outreach– **24 464 188***

№	Media	Date	Media Outreach	Link
14	Собака	22.02.19	1 752 234	http://www.sobaka.ru/city/society/86426
15	7 days	27.02.19	7 540 292	https://bit.ly/2Stnc9e
16	Домашний Очаг	April	1 367 600	PRINT
17	StarHit	25.02.19	573 000	PRINT
18				
19				
20				
21				
22				
23				

Released Instagram posts.

Final results by 11/02/19:

Number of publications – **7**

Total outreach– 164 320/5 = 32 752 views

PR value – **105 000 rub.**

No	Media	Date	Followers	PR value
1	alena_pryanik	08.02.2019	4 456	5 000
2	kosallexa	08.02.2019	30 000	20 000
3	veronicamalechek	08.02.2019	23 900	20 000
4	k.kremleva	08.02.2019	22 100	20 000
5	sv3tlana7	08.02.2019	75 000	30 000
6	tanyusik_k	08.02.2019	8 864	5 000
7	alena_pryanik	11.02.2019	4 456	5 000

Final results

Final results by 27/02/19 for campaign launch and press brunch:

Number of publications – **45**

Total media outreach – **62 603 013**

PR value – **1 965 000 rub**