

# Digitata Reference Case Unilever's Sunlight Water Saver



<b>Company</b> Unilever	<b>Brand</b> Sunlight
<b>Industry</b> FMCG	<b>Duration</b> 1.5 mths
<b>Sector</b> Detergents	<b>Channels</b> USSD & Smartphone

## 3 Customer Experience

The mobile phones below illustrate the user experience of subscribers playing the Sunlight Water Saver game on a feature phone using USSD technology and on a smartphone.

USSD Experience



Smartphone Experience



## 4 The Results



## 1 The Challenge

With South Africa's Western Cape experiencing a crippling drought, Unilever's challenge was:

- to educate a mass audience on the scarcity of water,
- to introduce new Sunlight 2 in 1 with Smartfoam to the target market,
- to inform them of the water saving properties of the product.

## 2 The Strategy

- Digitata's USSD and smartphone gamification channels were used to reach feature and smartphone users in the target audience and engage with them in a fun and entertaining way.
- Available in five local languages, the USSD game was free to play. The colourful visual smart game was designed to reach and engage with smartphone, tablet and desktop users.
- The game was made available on South Africa's two largest networks, allowing Unilever to reach some 27.6 million people.
- Sunlight's Water Saver game aimed to create brand awareness, water awareness and present solutions to the water problem.

## 5 Campaign Award

The campaign won a silver award at the Festival of Media 2018, category "Best use of Gamification".

## 6 From our Customer...

"The Digitata team has really been a pleasure to work with and Sunlight has been proud of trialing this type of initiative."

**Justine Agnew**  
Brand Manager  
Sunlight and Surf Laundry South Africa