



# Mars Drinks case study: Encouraging innovation and knowledge on a global scale

A division of one of the largest FMCG companies in the world, Mars Drinks approached Econsultancy to put together a conference focused on developing its digital business strategy globally. The conference was delivered to an international audience of senior marketing professionals, specifically addressing customer acquisition through online marketing. Its objective was not only to increase delegates' digital know-how, but also to encourage ideas generation and the process of seeking innovative solutions.

Following an in-depth analysis of the company's current digital marketing activities, Econsultancy put together a three day conference plan. A number of leading digital practitioners were invited to present a comprehensive view of the industry and deliver specialist keynote sessions, balanced with a range of internal speakers and agency representatives. In addition, practical workshops were developed which allowed smaller groups to explore specific issues, helping them to benefit from more intensive knowledge transfer.

On the final day, a practical exercise put three teams head-to-head to produce the most innovative digital marketing solution for driving customer acquisition, with the winner awarded a dedicated budget to test the idea in their home market.

After the success of this event, Mars Drinks are looking to work with Econsultancy over the coming year to host a further digital marketing conference, thus ensuring that their senior teams will continue to develop as exceptional digital champions for the company.

## Why this approach worked:

- As a global organisation, Mars Drinks really understood the need to bring their senior marketing managers together and share learnings from the different markets
- A conference focusing on online innovation was a great way for them to develop their internal resources while taking advantage of the knowledge and expertise provided by Econsultancy's highly experienced trainers
- Econsultancy's consultative approach meant an agenda could be developed to accurately reflect the company's immediate business needs, effectively harnessing and developing the necessary practical skills to help fine tune the company's digital marketing activities.

"We set a number of essential requirements for our conference, and Econsultancy's ability to work with us as part of the global team means we were able to deliver a highly relevant and effective marketing event which has had a lasting impact. We're looking forward to running further conferences with them in the future to tackle different aspects of our digital marketing needs, continuing to expand and develop vital online skills across the business."

**Mike Smith, Global e-business Director, 2008**

