

STEEL

How to sell 1.5 Million Doughnuts in just 5 weeks

STEEL launched Greggs new Doughnut range, solely through online social media. This was a promotional first for Greggs and it proved to be incredibly successful, achieving outstanding cut-through, awareness, engagement and footfall.



When the Superstar Doughnuts came to town, we made sure everyone knew about it. We transformed an ordinary Jaffa Cake Doughnut into a rock star from America; Strawberry Milkshake became a ditzy supermodel from Cheshire; Triple Choc Vanilla a Premiership footballer from Newcastle and Coconut Snowball, a Hollywood actress. This wasn't an advertising campaign. It was social entertainment.

We brought the 4 Doughnuts to life on YouTube, Facebook and Twitter. Through these channels, they fought to be crowned Greggs Superstar Doughnut 2011 (these awards were positioned as the Oscars of the Doughnut world - they were a BIG deal).

We gave them personalities based on popular A-list stereotypes and detailed backstories, including their jobs, hobbies and past romances. By creating this virtual Doughnut world, the Doughnuts felt like real 'people' you could talk to, get to know and have fun with.

And people did. A lot. Especially on twitter.



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By chatting to people and being entertaining, the Doughnut's popularity grew by the best advertising possible - word of mouth. To tick the 'what's in it for me' box, we gave a free Doughnut voucher to everyone who voted for their favourite Superstar Doughnut (these were awarded on Doughnut Day – this was the day we announced the winner of the Superstar Doughnut Awards).



@misterwallace
Danny Wallace

@CoconutSnowball hey, that's great - pleased to have you bouncing along!

i have been tweeted by a jaffa cake doughnut. TWICE. im his new best buddy. 4ever bein da c00lest gal in burnley. xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Sent Sep 08, 16:19
From web

Nice to see **@GreggstheBakers** ramping up Social Media activation! Loving the concept,

@CoconutSnowball #Coconut Snowball rules !!

Results - in less than 4 weeks...

13,000,000 impressions across Facebook and Google Search

150,000 visits to greggs.co.uk

47,000 [YouTube](https://www.youtube.com/) views

11,000 new fans on [Facebook](https://www.facebook.com/)

6,000 new email sign-ups

4,000+ [Twitter](https://twitter.com/) followers and over 600 conversations

1,000s of Doughnut vouchers claimed on #DoughnutDay

1 [unsolicited song](#) written by an MTV-nominated artist

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The media loved it...

THE TIMES

“The concept for the Doughnuts was devised by the creative agency STEEL and each one has its own Facebook and Twitter page where fans can follow the ‘superstars’.”

[Yahoo finance \(Reuters\)](#)

[thesun.co.uk](#)

[guardian.co.uk](#)

[express.co.uk](#)

...and so did the CEO of Greggs

Ken McMeikan, Greggs Chief Executive, said “the launch of our new ‘Superstar Doughnuts’ has been extremely popular, with more than 1.4 million sold in the first five weeks.”

Source: The Times, Friday 7 October 2011. p25.

This contributed to Greggs reporting a “5.4% rise in total sales in its third quarter”.

Source: The Guardian online, Thursday 6 October 2011.

Now meet the Doughnuts on Youtube

[Jaffa Cake Doughnut](#)

[Strawberry Milkshake Doughnut](#)

[Coconut Snowball Doughnut](#)

[Triple Choc Vanilla Doughnut](#)