



## Cadbury interacts with followers worldwide via Google+ Hangouts on Air



### At a Glance

#### What Cadbury does

- Maintains a very strong Google+ page, including frequent, creative, engaging Hangouts on Air
- Encourages participation in Hangouts by members of Cadbury's loyal Google+ Circles
- Directly connects followers across the globe with Cadbury products, promotions, and personalities via Hangouts

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—Jerry Daykin, community manager, Cadbury

### Old brand, new venue

One of the biggest names in chocolate, Cadbury ([www.cadbury.co.uk](http://www.cadbury.co.uk)) was an early, enthusiastic adopter of Google+. After becoming one of the most successful brands on the platform, they expanded their reach with Google+ Hangouts on Air (HOA). "What's different about a Hangout is that it's eye-to-eye, face-to-face contact," says Jerry Daykin, Cadbury community manager. "We can't directly connect with every person who buys our chocolate, but we can connect with some of them. Then more people see the Hangout, and feel they're part of the experience. It's a new frontier."

Businesses can use Google+ Hangouts on Air in many ways – launching products, making announcements, conducting focus groups, and much more. Hangouts On Air lets you broadcast, whenever you want, to followers, colleagues, or the whole world. Once you've finished your Hangout, Google will upload the full-length recording to your YouTube account.

Hangouts on Air are most powerful when offering conversations that couldn't have taken place without Google+ technology. Cadbury began with three Hangouts in March 2012. Each Hangout was planned with a different audience in mind. Their first Hangout was a thank-you to their first 500,000 followers, while their second and third Hangouts were planned for their UK followers and members of their "tasters" circle, respectively. The company posted videos of these events on its Google+ page and on YouTube.



Cadbury UK carves a chocolate Google+ Page live in a Hangout to celebrate passing 500,000 followers.

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## About Google+

Google+ brings the benefits of personal recommendations across Google products, delivering recommendations when people need them most and making it easy to start conversations with those who care about your brand. Linking your site to your page unifies your +1s across search, ads, your Google+ page, and your home page. Google+ pages let you share your content with new audiences and connect with them in more engaging ways.

To learn more about Google+ Pages, visit [www.google.com/+business](http://www.google.com/+business)

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## About Hangouts on Air

Hangouts On Air is a service provided at no extra charge in Google+. You can invite specific Circles to join or watch your Hangout, invite thousands of people to watch your Hangout live on your Google+ profile, and automatically record your Hangout and upload it to your YouTube channel as a private video, and from there make it public.

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—Jerry Daykin, community manager, Cadbury*

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## Sculpting, swimming, sampling

Cadbury's first Hangout on Air celebrated reaching 500,000 followers on Google+. The team wanted to thank this global audience of fans, and to reward these loyalists so that they would become the main channel of promotion. Staged from Cadbury House, the whimsical event featured the Cadbury Google+ page sculpted in chocolate, including profile pictures of followers.

The second Hangout on Air, a chat with Olympic swimmer and Cadbury brand ambassador Rebecca Adlington, was equally light-hearted. This event featured questions for the swimmer from comments on the Page and directly from Google+ followers in the Hangout, plus a quick round of a simple card game. Besides entertaining followers and enhancing the Cadbury brand, this event subtly demonstrated the chocolate brand's historic ties to Great Britain and its support of the London 2012 Olympic & Paralympic Games.

The Tasters Circle Hangout on Air, the third event of the month, included specially invited followers from Cadbury's highly engaged 'Tasters' Circle. Everyone was briefed beforehand on the purpose of the Hangout and how it worked. During the event, Circle members chatted with a Cadbury product developer, commented on their own chocolate preferences, and sampled various Cadbury products live. It was a relaxed, friendly moment among widely dispersed chocolate lovers.

## Achieving sweet success

Cadbury has fully embraced Hangouts on Air and will continue hosting them regularly for its followers. "Hangouts are a chance to do something that you can't do on another platform," Daykin says. He offers these tips for success:

- **Get some practice.** Your company's first Hangout on Air doesn't have to be a big, publicized event on its Google+ page. "Try it with your friends, with your colleagues, with a business meeting," Daykin says. "It's not difficult. In 20 seconds, you can be talking to the world. It's technically very easy."
- **Use your Circles.** Members of Google+ Circles typically are "really engaged, really interested" when participating in Hangouts on Air, Daykin says. Someone unfamiliar with the Hangout format, however, might inadvertently disrupt the flow of your live event. Invite Circle members to take part, determine that they'll be good guests, and make sure they're adequately prepared.
- **Publicize your Hangout,** in every channel your company uses. Regularly give your Google+ followers all of the details about your Hangout on Air. "Tell them when it is, where it is, what to do, how to do it," Daykin says. "Then, throughout the week, post every couple of days, and certainly over the last day or so, on your Google+ Page. You can't promote a Hangout too widely." Since hosting these hangouts, Cadbury has seen their follower base grow by 150,000.
- **Just get going.** You might over-think and over-plan your first Hangout on Air. Don't fret. "When you come down to it, all you do is open a laptop," Daykin says. "Yes, do put some thought into what you're going to say, and how you're going to drive the conversation. But then jump in and give it a try."

