Dole Adopts AI Marketing; Doubles Sales YOY and Significantly Improves Brand Engagement

87%

Increase in Sales*

5.7 MM

Unique people reached in 8 weeks

12X

Engagement vs social media bechmark

*based on sell-out data at core customer

Facing the holiday season with an underpenetrated fruit cocktail brand, in a product category with a strong competitor, Dole Philippines changed course in how they promoted this brand, shifting their marketing efforts to be exclusively digital & AI- and Albert™- driven. Digital reach, awareness and brand engagement on the social site and overall sales within the specific product category grew sharply in two short months significantly exceeding results in earlier years that were based on more conventional media plans.

ABOUT DOLE

Founded in Hawaii in 1851, Dole Asia Holdings Pte. Ltd., headquartered in Singapore, is the global operating headquarters of the Dole Group of companies owned by ITOCHU Corporation. Dole is one of the world's largest producers and marketers of high-quality fresh & packaged fruit, with revenues of approximately $2.5 billion. The Company does business in more than 70 countries and employs, on average, 20,000 full-time, regular employees and 7,000 full-time seasonal or temporary employees, worldwide.

CHALLENGES

Throughout the holiday season, fruit cocktail varieties are in high demand serving as a staple of every Filipino holiday celebration. Under the Seasons brand, Dole had two product lines within the fruit cocktail category - a larger can that serves between 5-6 persons, and a smaller one that serves between 2-3 persons. The Company had captured good market share with the larger can category, but were well under penetrated in the smaller can category. They felt there was an opportunity to grow market share for the Seasons brand via this smaller SKU by identifying all the small, yet frequent, celebratory moments that happen throughout the year through smaller gatherings.

SOLUTIONS

Dole decided to leverage the capabilities of Albert and AI Marketing. The brand provided Albert with the messages, creative, the impression and engagement goals, and the geolocation and budget. Using previous customer data and incoming campaign data, Albert identified and executed based on user insights discovered along his journey including:

Videos drive more engagement - Albert recommended using video ads on Facebook to increase engagement based on his knowledge of what customers were engaging with, ultimately delivering an 60,000 page likes, reach of 5.7MM unique people and an engagement rate of 6.30% vs. a norm of 0.52%. All these metrics were achieved in just an 8 week period.

Mobile gets more views - When Albert identified that user engagement rate in Facebook on mobile was 40% higher than on desktop, he immediately shifted resources to mobile activity ensuring that investment was optimized by performance.

Hyper-local autonomous audience identification and targeting - Albert immediately went to work discovering new targets and consumers for Dole's Seasons small cans down to the exact geographical location. For example, he discovered that customers in Manila engaged with page likes 18% more than Cebu City Central Visayas, notified Dole of the trend and focused targeting on these users.

RESULTS

Within the first two months of the campaign, Dole had received 60,000 new page likes, with a reach close to 6 million; outperforming social benchmarks from the local Dole Philippines Facebook page and exceeding all awareness expectations. By the end of the three month campaign, sales had increased by 87% at a core customer and the Company believes this figure is a good reflection of the overall sales trend across all customers. With the success of this promotion Dole plans to continue using AI and Albert to help their brands gain awareness, engagement and ultimately steal market share away from the competition.

"We set our awareness goals for the campaign based on prior benchmarks. Within the first week of the campaign everything was accelerating and within the first 5-6, we had reached our original goal. It's clear that AI and Albert can help businesses, particularly challenger brands, accelerate growth at a pace and scale previously unattainable with other vendors, agencies and solutions."

Efigenio De Castro II | Head of Marketing for Dole Phillipines

ABOUT ALBERT™

Albert is the first-ever artificial intelligence marketing platform, driving fully autonomous digital marketing campaigns for some of the world's leading brands. Created by Adgorithms in 2010, Albert's mission is to liberate businesses from the complexities of digital marketing - not just by replicating their existing efforts, but by executing them at a pace and scale not previously possible. He serves as a highly intelligent and sophisticated member of brands' marketing teams, wading through mass amounts of data, converting this data into insights, and autonomously acting on these insights, across channels, devices and formats, in real time. This eliminates the manual and time-consuming tasks that currently limit the effectiveness and results of modern digital advertising and marketing. Brands such as Harley Davidson, EVISU, Planet Blue, and Made.com credit Albert with significantly increased sales, an accelerated path to revenue, the ability to make more informed investment decisions, and reduced operational costs.

Albert™