



Each and every day, Sara Lee (NYSE: SLE) delights millions of consumers around the world. The company has one of the world's best-loved and leading portfolios with its innovative and trusted food and beverage brands, including Ball Park, Hillshire Farm, Jimmy Dean, Sara Lee and Senseo. Collectively, Sara Lee brands generate nearly \$9 billion in net sales annually, with approximately 20,000 employees worldwide.



Jimmy Dean

**BREAKFAST BLISS
UNDER 300 CALORIES**

Save \$1
on any one
package of
**JIMMY DEAN
D-LIGHTS 4 COUNT
SANDWICHES**

Get Coupon

OR

SAVE \$2.50
**When You Share
This Offer
With 3 Friends***

SHARE NOW

SMART BREAKFAST SOLUTIONS THAT REALLY SATISFY

Sara Lee sees huge coupon distribution and redemption lift using SocialTwist's Social Couponing Solution

With the help of SocialTwist, Sara Lee was able to reach 50 percent of our total campaign goal within the first seven days of the promotion – an incredible feat and unprecedented success.

Michael McDowell,
Manager,
Shopper Marketing, Sara Lee

It is every marketer's dream to increase product sales and bring in new customers inexpensively, and coupon promotions are a favorite tactic to achieve these goals. However, most marketers face the challenge of getting coupons in front of the right prospects and motivating them to redeem them. Social couponing offers unique benefits to marketers; direct friend to friend referrals which are highly credible (we trust our friends more than we trust large companies), and, consumers know their friends personally, know their likes and dislikes, and naturally target the shared messages better than any demographics or psychographics. Offering a coupon "socially" encourages recipients to share with their friends, which was reason enough for the Jimmy Dean team at Sara Lee to take their promotion online with SocialTwist.

The SocialTwist Solution

SocialTwist and Sara Lee put together a month-long campaign to promote Jimmy Dean D-Lights® sandwiches. Users were offered a \$1 coupon on any one package of Jimmy Dean D-Lights 4 count sandwiches, or, if they chose to share the offer with three or more friends, they could receive a \$2.50 coupon. There was also a bonus coupon for \$0.50 off on Jimmy Dean Breakfast Bowls.

SocialTwist's powerful Tell-a-Friend platform enabled Sara Lee to empower customers to reach out to friends and family via social networking sites (Facebook, Twitter and Myspace) and email. The campaign was seeded with ads on Walmart.com and AllYou.com.

The Results

The campaign saw over 65,000 visitors in 30 days, and the majority was through clicks from friend referrals via SocialTwist. Here's the breakdown of the top traffic sources:

Traffic Source	% Traffic
Traffic from SocialTwist Referrals	46%
southernsavers.com	14%
iheartpublix.com	12%
Direct traffic	8%
walmart.com	10%
hip2save.com	5%
moneysavingmom.com	3%
AllYou.com	2%

The audience reach was primary in the South-Eastern states. It was also observed that referrals were made to people geographically closer to each other.

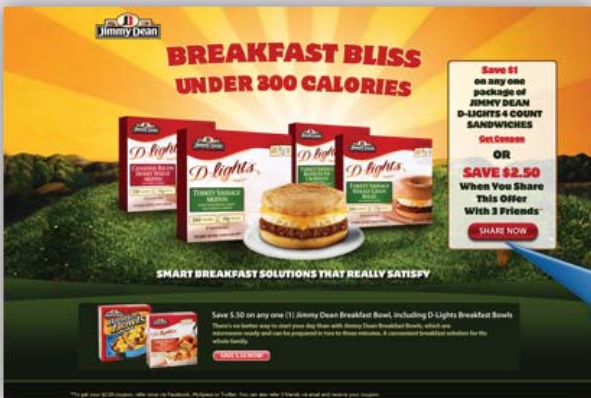
Over 64% of users chose to make referrals and get the \$2.50 offer. 30% users picked the \$1 offer and 5% took the \$0.50 off on the *Jimmy Dean* Breakfast Bowls.

The Referral breakdown was:

Email: 71%
 Facebook: 27%
 Twitter: 1%
 Myspace: 1%

The Clickthru breakdown was:

Facebook: 40.7%
 Email: 29.7%
 Twitter: 29.3%
 Myspace: 0.3%



CAMPAIGN MICROSITE



SOCIALTWIST WIDGET



REWARD EMAIL WITH COUPON

This infers that email referrals are highly effective and targeted, Facebook referrals/posts generate more user engagement, and Twitter delivers highest interest levels among users.

Below are more data points supporting the power of human filtering:

- Viral generations (A refers B refers C refers...) of referrals: 5
- Referral email open rate: 60%
- Reward email open rate: 98%
- Coupon redemption: 81%.

The program was judged by the marketing team at Sara Lee to be a great success and the following key observations were noted:

- Social couponing is highly effective
- Incentives are a great motivator for social referrals
- \$2.50 was a very attractive offer for the target audience

SocialTwist is a global provider of enterprise grade social marketing solutions that help brand advertisers and marketers attract, engage and motivate their consumers to share content, offers, coupons across their social networks.

For more information visit www.socialtwist.com or email sales@socialtwist.com or call 1-866-660-6044