

simple

Collaborating for kindness

Co-creating with customer communities in the UK and US.

<https://vimeo.com/315263652>



1000 consumers engaged across UK and US.



7000 responses in 6 weeks.



Community insights and ideas informing brand core purpose and activations.

Overview

A part of Unilever, Simple is a British brand of skincare and soap products, catering to sensitive skin.

Industry

Fast moving consumer goods

Bulbshare community

UK and US

Use Case

Insight and ideation

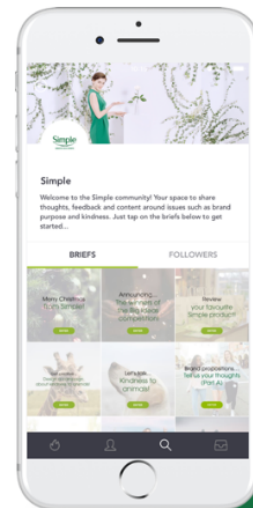
simple.co.uk

Aim

Generate insights and ideas from consumers across North America and the UK around Simple's core brand purpose of spreading Kindness.

Strategy

We built a 1000-strong community of everyday consumers, creatives and tastemakers from the UK and USA. Over six weeks, we launched 21 briefs focusing on the concepts of kindness and social purpose and our community came back with over 7000 responses - ranging from insight and idea generation to creative content.



Results



1000

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