

CLIENT	: Ferrero
SECTOR	: Food CPG
BRANDS	: 20+
EMPLOYEES	: 33,000+
DISTRIBUTION	: 160+ countries

Since 2011, companies collecting data

on their websites and web applications must comply with transparency rules enacted in the European "cookie law".

Not only do they have to inform users that they are collecting data, but they should also help them understand why and how they do it, enabling them to better manage the data they share with various players on the internet.

The Ferrero group owns many brands and websites and the French teams wanted to ensure they complied with the EU law while establishing a relation of trust with users.

How can we be transparent about our using cookies on websites while preserving the navigation and brand experience?

The objective was threefold:

1. Inform users about cookies being used on Ferrero's websites
2. Enable users to activate or deactivate different types of cookies
3. Briefly explain why and how Ferrero collects cookie-based data

fifty-five's Cookie Consent plug-in was chosen on the basis of its elegant, non-intrusive and entirely customisable layout, the possibility for Ferrero's teams to set how long the banner should be displayed and the simplicity of use of its cookie settings for end-users.

Setting up Cookie Consent required the prior implementation of a tag management system (TMS); fifty-five helped Ferrero choose an appropriate solution. The agency took the opportunity to review all of Ferrero's tags. With the new TMS in place, the marketing teams are now able to manage their tags with ease.



Plug-in deployed over 10+ sites

Stable bounce rate

Client teams engaged:

- Legal department
- Digital marketing
- Product/market managers
- Agencies

Working with the product and brand managers to define a layout adapted for each website, fifty-five started deploying Cookie Consent, beginning with the group's flagship sites: Ferrero.fr, FerreroRocher.fr, KinderChocolat.fr, KinderPourLenfance.fr and NutellaParlonsEn.fr.

The plug-in is currently deployed across the group's other French websites: the remaining Kinder websites, the Nutella webzine, the Tic-Tac websites, etc.



For more information about Cookie Consent: bit.ly/coolK2sN

“Cookie Consent allows us to preserve our brand identities and to offer a smooth navigation experience, while establishing a relation of transparency and trust with our visitors.”

Colin Godefroy
Interactive Media Executive
Ferrero

The results from the first implementations were reassuring: the layout of the plug-in respected the brand identity and was coherent with the sites' graphic design, while navigation indicators showed no major disruption (stable bounce rate, moderate interaction with the plug-in).

Ferrero wanted to inform users, while preserving usability. Cookies are used to sustain and improve the digital ecosystem, and the aim was to inform without raising any alarms.

By choosing Cookie Consent, thanks to its ability to seamlessly integrate with websites' graphic identity and the simplicity of its cookie settings option, Ferrero has given users control over how they share data, while preserving a smooth navigation experience. This enables the Piedmontese group to transparently collect data, in order to improve the products and services offered on their websites.

For more information about Cookie Consent, check our video!



Part of You & Mr Jones, the world's first brandtech group, fifty-five is a data company helping brands collect, analyse and activate their data across paid, earned and owned channels to increase their marketing ROI and improve customer acquisition and retention. Headquartered in Paris with offices in London, Hong Kong, Shanghai and New York, the data company was named by Deloitte as one of the fastest-growing tech firms in Europe, thanks to its unique technology approach combining talent with software and service expertise.