



#44 ONE DAY / ONE NEW EXPERIENCE

Developed by: Calin+

Year and country: 2016, France

Type of project: Digital Campaign

Synthesis of the case study

Calin+ launched a social media campaign "one day, one experience". This digital and social platform targets women over the age of 45 and offers them challenges to push them "to excel and experience new experiences".

Context and approach

Accepting challenges is not only fun for young and crazy people. Calin+ de Yoplait gives women a strong message and reminds them that the "first times" can be achieved at all ages. This is why the Calin+ brand challenges women over 45 and helps them to fulfill their new cravings.

Objectives / Challenges

Build a community of active, curious and determined women over 45 years old to fully experience new experiences and to be active.

<http://www.1jour1premierefois.fr/>

Target

Women ages 45 and up.

The deliverable (What did they do specifically?)

Http://1jour1premierefois.fr proposes to women daily challenges, such as "run your first marathon," "practice meditation" and so on. On the platform, one can also find psychic and general health thematic articles, as well as interviews and portrait stories of audacious ones who share their first time. An experiential meter enhances participation in the challenges and encourages users to do the same. Women can also post their own testimonials on the platform, but also share their challenges and experiences on Facebook.

Keys learnings

This campaign is a good example of what can be implemented for "seniors" and how we can overcome the barriers of age. The idea is to push the "excelling oneself": everything is possible and whatever the age. It's also a good example to use digital tools to encourage them to do some physical activity.

WOMEN IN SPORT

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