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News Release News Release News Release News Release

MAGNUM CONNECTS PLEASURE SEEKERS TO FRIENDS...AND iBEACONS TO ICE CREAM

London/Rotterdam - Magnum ice cream is giving Londoners the chance to get together with friends to share moments of Magnum pleasure, as well as special offers, with the release of a unique and innovative app that uses advanced 'beacon' technology. As part of a wider campaign celebrating 25 years of Magnum, the brand teams up with London-based agency Karmarama and the US proximity platform NewAer to develop 'M-Pulse'.

The 'M-Pulse' app through its innovative technology allows users based in London for the first time to find nearby friends and invite them to get together for a Magnum, as well as help them locate their nearest Magnum ice cream retailer, giving them access to special offers and experiences in the process.

The app launches in London and the South East in August and will make Magnum the first UK ice cream brand- and the first UK Unilever brand to use iBeacon technology which leverages low power Bluetooth Smart technology.

NewAer's advanced proximity platform software allows the app to locate nearby friends with their permission, as well as allow for proximity marketing to draw their attention to offers and exclusive content. To enable the proximity marketing element of the campaign, which will drive sales and awareness, StickNFind Beacons have been installed on a number of Wall's cabinets with WH Smith stores in London and the South East.

Neil Gledhill, Magnum global brand director, said: "We're thrilled to pioneer an innovative technology such as beacons to deliver a mobile experience which can really strengthen Magnum's promise of delivering pleasure and connect thousands of pleasure seekers in the city.

The app is a pilot initiative and is the first set of projects supported by The Unilever Foundry, an initiative to bring tech orientated startups and brands together.

Marc Mathieu, Global Senior Vice President, Marketing at Unilever, said: "Startups are pioneering the future of marketing and through the Unilever Foundry we're making it possible for innovative tech companies to pilot with our brands. M-Pulse is a great example of how a startup, agencies and an iconic brand like Magnum can collaborate to deliver a transformative social and brand experience."

Karmarama is the lead agency on the project, working alongside the startup NewAer, which developed the app's underlying software, and Karmarama's newly acquired mobile agency Nice, which built the app. Karmarama is responsible for the strategy, creative, design and user experience.

Lawrence Weber, Managing Partner Innovation at Karmarama, said: "As an agency we're always looking to trial and learn about new technology so it's really exciting to be working with Unilever and NewAer and our mobile agency Nice on this pilot and to be part of the first wave of proximity marketing to hit the UK."

"Together NewAer, Karmarma and Unilever are pioneering marketing that connects consumers in a fun way while respecting their trust," said Dave Mathews, founder and CEO, NewAer. "NewAer adds intelligence and curation to iBeacon functionality, making it possible to 'cool off' with friends automatically anytime they're near each other as well as an iBeacon enabled ice cream cooler. Without our sensibility, iBeacon solutions rely too heavily on push notifications or the antiquated check-in: the opposite of the next generation technology they're intended to be."

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Technology Q+A

- NewAer turns your phone into a proximity-aware peer-to-peer messenger that works inside a room, with a range of only as far as your eyes can see.
- NewAer uses radio signals from WiFi and Bluetooth on your mobile phone.
- There is no way to track or monitor your friends when they are out of sight.
- Any visibility of your friends not in your radio proximity is achieved through allowed social media ties.

About Magnum

Launched in 1989, Magnum was the first hand held ice cream targeted as a premium adult offer. Today, Magnum is one of the world's leading ice cream brands, selling 2 billion units annually worldwide and it is the biggest brand of Unilever ice creams.

About Unilever

Unilever is one of the world's leading suppliers of Food, Home and Personal Care products with sales in over 190 countries. We work with 174,000 colleagues around the world and generated annual sales of €49.8 billion in 2013. Over half of our company's footprint is in the faster growing developing and emerging markets (57% in 2013). Working to create a better future every day, we help people feel good, look good and get more out of life. Our portfolio includes some of the world's best known brands, 14 of which - Knorr, Persil / Omo, Dove, Sunsilk, Hellmann's, Surf, Lipton, Rexona / Sure, Wall's ice cream, Lux, Flora / Becel, Rama / Blue Band, Magnum and Axe / Lynx - now generate a turnover of €1 billion or more.

Our ambition is to double the size of our business, whilst reducing our overall environmental footprint (including sourcing, consumer use and disposal) and increasing our positive social impact. We are committed to helping more than a billion people take action to improve their health and well-being, sourcing all our agricultural raw materials sustainably by 2020, and decoupling our growth from our environmental impact. Supporting our three big goals, we have defined nine commitments, underpinned by targets encompassing social, environmental and economic areas. See more on the Unilever Sustainable Living Plan at www.unilever.com/sustainable-living/.

Unilever has been recognised in the Dow Jones Sustainability World Indexes for 14 consecutive years. We are included in the FTSE4Good Index Series and attained a top environmental score of 5, leading to inclusion in the FTSE4Good Environmental Leaders Europe 40 Index. Unilever has been named sector leader of the CDP's Forests programme for three consecutive years, and in 2013 led the list of Global Corporate Sustainability Leaders in the GlobeScan/SustainAbility annual survey - for the third year running. Unilever was named LinkedIn's third most sought-after employer worldwide in 2013.

For more information about Unilever and its brands, please visit www.unilever.com.

About The Unilever Foundry

The Unilever Foundry (www.unilever.com/foundry) provides a single entry-point for innovative start-ups seeking to partner with Unilever, enabling the company's global brands to experiment with and pilot new technologies more efficiently, effectively and speedily. It provides start-ups and entrepreneurs the opportunity to develop and work on global projects, access mentoring from marketing professionals, and tap into funding through Unilever Ventures. Start-ups are invited to pitch their technology to Unilever brands through visiting <http://foundry.unilever.com/projects/>.

About NewAer

NewAer (www.newaer.com) proximity platform software turns your phone and any application into a proximity-aware peer-to-peer messenger that works inside a room, with a range of only as far as your eyes can see. There is no way to track or monitor your friends when they are out of sight. Any detection of your friends not in your proximity is achieved through your existing social media channels.

About Karmarama

Karmarama is one of the largest independent marketing communications companies in the UK with the ambition and vision to become one of the world's most progressive creative communications businesses.

It was named as the No.1 Independent Agency in The Drum Independent Elite Agency Census in 2014.

The company is made up of 250 specialists in advertising, direct, data, digital, content, social media and public relations. Karmarama works with global clients such as Unilever, Honda, Nintendo, and Costa Coffee – and in the UK its clients include the BBC, Blinkbox, BT and Molson Coors.