



# Marketing Chatbot to Enhance Consumer Engagement during Sporting Events

## AT A GLANCE

**COMPANY-** Carlton & United Breweries, Australia

**INDUSTRY-** Beverage

**SOLUTION-** Marketing Chatbot integrated with Facebook Messenger powered by Chyme Bots Platform

*“We contracted the Unvired team to deliver a promotional Chatbot engine. We found their work to be creative and technically competent, and their staff friendly, professional and responsive to change. A true pleasure to work with.”*

### CHRIS PANG

Head of Speakeasy Studio,  
Carlton & United Breweries

## ABOUT CHYME:

Chyme is an AI and Natural Language powered Bots Platform. Chyme enables a Conversational Interface (Chatbots) with systems like SAP, Salesforce, Oracle, ServiceNow, and others to Simplify Work. Chyme is a product from Unvired Inc., a Digital/ Mobile Platforms and Solutions company headquartered in Houston, Texas, USA.

## BUSINESS CHALLENGES:

- Promote Carlton Dry beer brand and enhance consumer engagement during NRL State of Origin (annual Rugby Series) in Australia.
- Increase Fan/Consumer Engagement
- Promote Beer brands
- Drive Incremental Sales

## SOLUTION:

- Marketing Chatbot powered by [Chyme Bots Platform](#).
- Out of the Box Integration with [Facebook Messenger](#).
- Chatbot integration with third party Promotions Engine
- Met statutory regulations and Facebook Policies
- **Consumer Scenarios:**
  - Consumers scan QR code on beer cartons from FB Messenger, enter the code via chatbot and get moments relating to a specific game.
  - Chatbot delivers prizes to them during a game when a moment went off
- **Bot Personality**
  - Chatbot designed with customized branded persona in accordance with CUB brand guidelines
  - Chatbot’s cool and charming personality (tone, sentiments, and style) enabled rich conversations and enhanced consumer engagement.

## BUSINESS METRICS:

- Enhanced Consumer Engagement
- 25,000+ users
- Over 1 Million messages exchanged between bot and consumers
- Over 41,000 Consumer entries made using Chatbot
- Up to \$17 millions prizes for consumers

## About Carlton & United Breweries:

Carlton & United Breweries (CUB) is an Australian brewing company. CUB brews some of Australia’s most iconic and loved beers, including Victoria Bitter, Carlton Draught, Great Northern, Pure Blonde, Carlton Dry, Melbourne Bitter, Crown Lager, Cascade Premium Light and the Yak Ales.