



Consumer Videos

Moulinex gives a voice to its ambassadors

CASE STUDY – MOULINEX



Skeepers



Moulinex

CASE STUDY – MOULINEX

Client



Moulinex is a brand for small kitchen appliances.

Founded in 1932, the French brand is a major player within the SEB group, a global reference. Its first product, the Moulin-Légumes (Vegetable Mill), was a true success, that won awards such as the Lépine competition.

Over decades, Moulinex has continued to innovate by launching iconic products such as the Moulinex potato masher, which has become a staple in many French kitchens.

Moulinex has a strong resonance with French consumers and is often passed down from generation to generation. The brand proudly stands in more than 150 countries worldwide, thanks to its reputation for quality and efficiency.





Industry
Appliances



WEBSITE
www.moulinex.fr



SKEEPERS CLIENT SINCE
2021



SOLUTION
Consumer Videos



Julie MICHAUD

Content Project Manager – Media at Moulinex

"It's great to see our products at our customers' homes; it gives meaning to our work. Beyond the impact on sales, this venture unfolds as a profoundly human endeavor!"



Consumer videos: What exactly are they?



Consumer videos are customer testimonials about a service or product.

They are a powerful tool to enhance a brand's visibility and attract new customers. This content makes product listings appealing, increases conversion, and helps improve the visibility of e-commerce sites.

Consumer videos also play a reassuring role: they lend credibility to a brand's message and add value to its products or services.



Context & Objectives



Being close to consumers

Moulinex has always been able to rely on the quality of its distributors such as Boulanger & Darty for the sale of its products. To establish a direct connection with its consumers, Moulinex has launched its online store to better control its online presence and offer a more dynamic and engaging shopping experience.

It is in this perspective that Moulinex has opted for an innovative approach by using videos generated by its consumers.



Context & Objectives



Persuading potential buyers by showcasing the product in action

To assist its customers in choosing the product that best suits their needs, Moulinex has invested in consumer videos: these videos are practical and authentic demonstrations that show the product in real-life usage conditions (such as preparing a recipe).

The goal is to reinforce their decision and enable them to compare various products in the range!



Challenges



Small household appliances often require a demonstration to persuade potential buyers. The implementation of a large-scale solution for creating and managing consumer videos addresses several challenges:

1. Increase conversion on Moulinex's e-commerce site.
2. Enhance product pages with authentic demonstration videos.
3. Create, collect, and manage video content on a large scale.
4. Leverage brand ambassadors and the power of recommendations.
5. Improve the customer experience by differentiating oneself.



Solution

Identifying and Recruiting Brand Ambassadors

Twice a year, Moulinex recruits brand ambassadors directly through the Skeepers solution, as well as through its own communication channels. The brand then invites these ambassadors to create videos to boost the sales of specific products, including new releases, innovations, and complex products.



Solution

How Moulinex Briefs Its Ambassadors?

Ambassadors receive flexible guidelines, allowing a wide range of creative freedom. The Skeepers team closely collaborates with Moulinex product managers to create educational briefs, but there is no imposed script. Recommendations focus on filming techniques and emphasize the importance of authenticity.



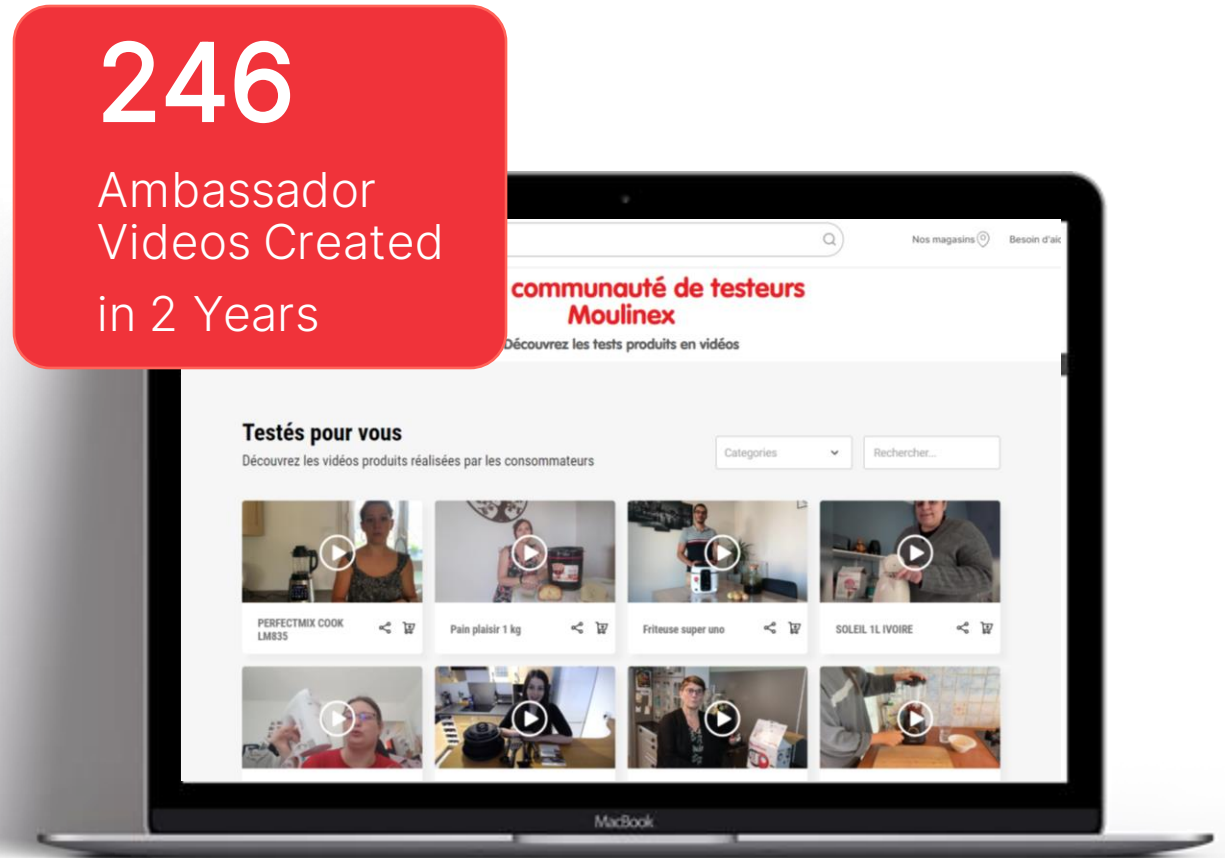
Solution

What Do Moulinex Consumer Videos Contain?

Each video is divided into four parts: the ambassador introduces themselves, highlights the product, provides an example recipe, and gives a sincere review. Moulinex publishes at least two videos per product to have a diverse range of opinions.

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Ambassador
Videos Created
in 2 Years

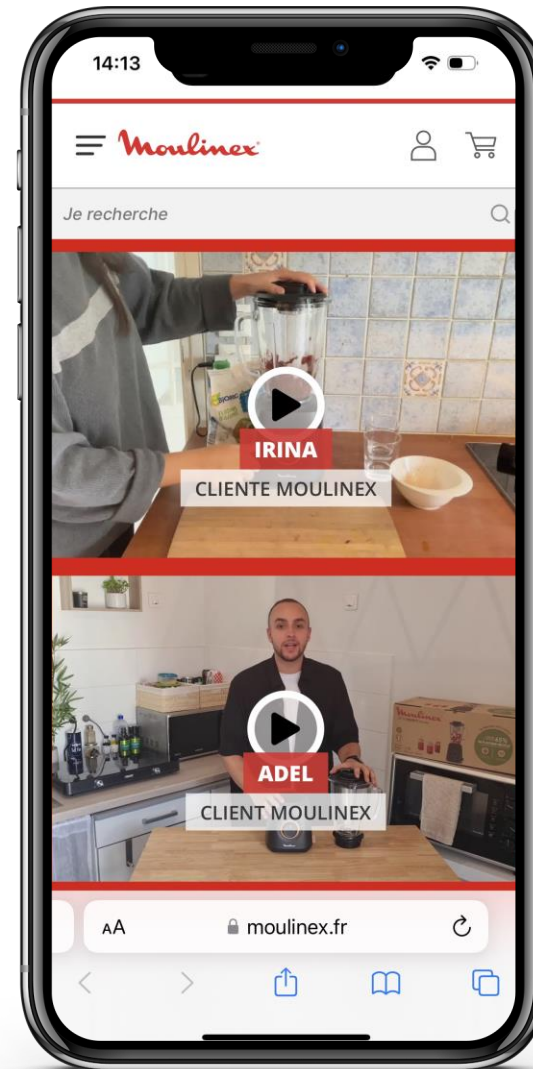


Solution

How are the videos broadcasted?

Testimonial videos are broadcasted on various platforms: YouTube, the Moulinex newsletter, social media, a dedicated page on the Moulinex website, and, of course, their product pages.

This comprehensive strategy aims to highlight the authenticity, versatility, and relevance of Moulinex products in the daily lives of its consumers.



Result



[Discover the client testimonial](#)



Julie MICHAUD

Content Project Manager – Media at Moulinex

"The goal is truly to have authentic and transparent content. We want to be with the customer, in their kitchen, as if we were with a friend or family."



2 questions for...



Julie MICHAUD

Content Project Manager – Media at Moulinex

What are the advantages of collaborating with a solution like Skeepers?

1. Produce a large number of high-quality videos in a short amount of time.
2. Be accompanied at every stage by the Skeepers team.

This has allowed us to achieve very positive results. We are therefore very satisfied and continue this project because we believe in its effectiveness.

Can you share your perspective on UGC?

"Currently, social networks are flooded with messages where each brand claims that its product is the best, raising a crucial question: what really makes the difference?"

I am truly convinced that UGC, in any format, is a growing trend. This type of content has an incredible impact because consumers are increasingly seeking transparency and honesty from brands."



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