

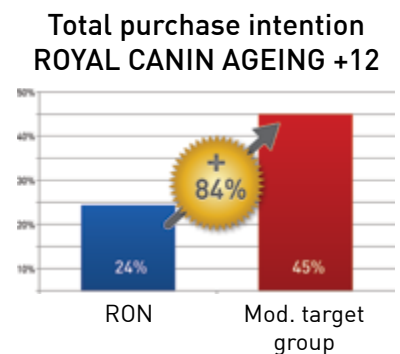


# Impressive targeting success among cat lovers

With AdAudience and nugg.ad, ROYAL CANIN increases the purchase intention for AGEING +12 by an impressive 84%

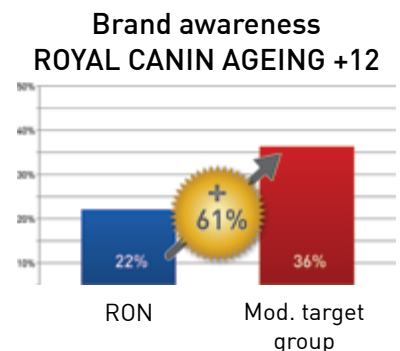
## OBJECTIVES AND CONCEPT

- To increase the purchase intention for the product AGEING +12
- To model an optimum target group with the highest level of product affinity
- To evaluate the results using a control group (without targeting)



## IMPLEMENTATION

- Use of the **Branding Optimiser** to model the target group via a survey
- Subsequent delivering of the media volume to the target audience
- Advertising medium: AdBundle RoN, duration: four weeks

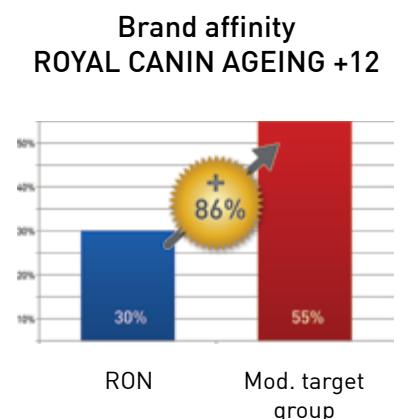


## SUMMARY

### Branding Optimiser benefits:

- Incredible 84% uplift in the purchase intention
- Clear increase in the other branding parameters surveyed
- Valuable insights into target group for use in subsequent campaigns

By combining the broad reach of quality platforms with individual targeting products, the campaign objective was achieved with massive success.



## Contact

nugg.ad AG | +49 30-29 38 1999-0 | consulting@nugg.ad  
 AdAudience GmbH | Sonja Scheiper | +49 211-280 717 120 | sonja.scheiper@adaudience.de