

# Kodak hits the mark with online branding campaign

Premium publisher OMS and targeting specialist nugg.ad achieve a 20% increase in purchase intention for Inkjet printers

## Was macht KODAK Bilder eigentlich so brillant?

The US Kodak group is the only manufacturer in the world to produce inkjet printers with a nanopigment system. This is a USP that Kodak is keen to communicate.

### AIM OF THE CAMPAIGN

Kodak ran a branding campaign across the entire portfolio of the national premium publisher OMS with the aim of increasing online users' intent to purchase its inkjet printers. The idea was to target those among the 20 million plus unique users of the OMS brand pages (AGOF internet facts 2011-05) who have a **tendency to buy inkjet printers**; it was key that they should also come from the target group of 30-49 years olds with greater buying power.

### CAMPAIGN BRIEFING

Client: Kodak GmbH  
 Media Agency: Neo@Ogilvy GmbH  
 Product: Inkjet Printer

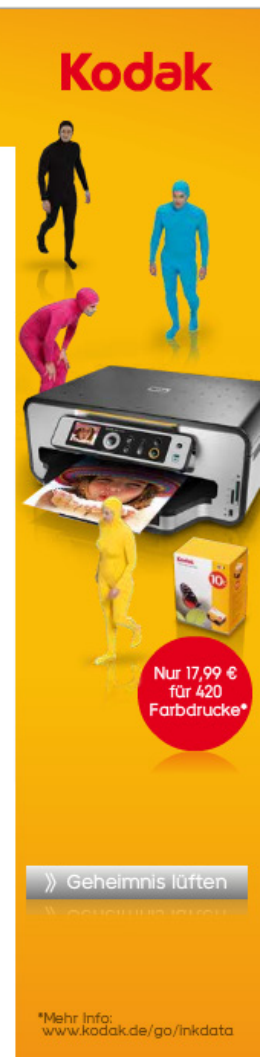
### IMPLEMENTATION

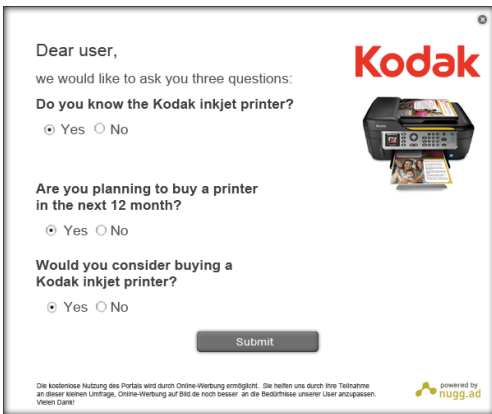
Kodak opted to use nugg.ad's **Branding Optimiser** in order to reach the identified target group.

The campaign ran throughout Germany for six weeks across the entire OMS portfolio which, with features such as the OMS daily paper combination and including the leading online news website. Wallpaper advertising was used, a classic advertising format with a high level of acceptance among users; clear, easy to understand, with strong plausibility and memorable.

In the first week of the campaign, a user survey was carried out on the OMS pages with high quality journalistic content. The target group was invited to provide specific information on its potential intent to buy a Kodak Inkjet printer.

The so-called learning phase was extremely important for setting up the **Branding Optimiser** as nugg.ad needed this accurate, detailed information to focus the campaign directly on the desired target group.





## RESULTS

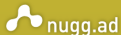
It paid off for Kodak to make an impact online with its branding campaign on the high quality OMS brand pages: **the willingness to buy a Kodak Inkjet printer rose to 37%**, which equated to an **overall increase of 20%** in comparison with the control group.

In conjunction with the quality of OMS's premium portfolio, targeting with nugg.ad's **Branding Optimiser** also made an important contribution to the success of the campaign.

It made it possible to reach the relevant target group directly and with the optimum impact of three to four exposures per user.

During the second stage of the campaign, the wallpaper was targeted at users falling within the desired age range who were likely to make a purchase. Other surveys were also carried out, revealing, for example, the **optimum frequency of exposure** per user to be three to four. The advertising tool was then optimised accordingly, and targeted until the end of the campaign.

An identical campaign was run simultaneously without using the **Branding Optimiser** (control group) to prove the success of the targeting.

	<u>CONTROL GROUP</u>	<u>nugg.ad Targeting</u>
<u>PURCHASE INTENTION</u>	X	<b>+20%</b>
<u>OPTIMAL CONTACT CORRIDOR</u>	-	3-4 contacts
<u>CAMPAIGN OBJECTIVE</u>	Increase purchase intention for Kodak Inkjet printer	
<u>TARGET GROUP</u>	Age range 30-49	
<u>DURATION</u>	6 weeks	
<u>ADVERTISING MEDIA</u>	4,5 million wallpaper ad impressions	
		



**contact** Neo@Ogilvy  
+49 211 5404-0 | info@neoogilvy.de

**contact** nugg.ad  
+44 (0) 2031 785 087 | uk@nugg.ad

**contact** OMS  
+49 211 2 74 07-150 | l.mozham@oms.eu