



“Umwerfend!”
nur 4,4 l/100 im kombinierten Verbrauch*

Das WIRTSCHAFTS-WUNDER

Ausgezeichnet mit 7.990 €

Small but great!

nugg.ad raises Brand Awareness for the Daihatsu Cuore by 18%



With the Cuore model, Daihatsu offers the perfect combination of comfort and functionality. In order to raise this small car's brand awareness, Daihatsu has engaged the leading publisher freeXmedia to launch an online campaign. In order to ensure that the campaign was run as efficiently as possible, nugg.ad's Branding Optimiser targeting solution was applied.

CAMPAIGN

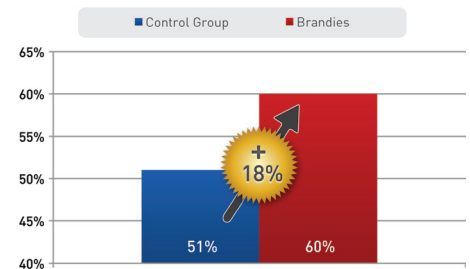
In the **first phase** of the **four-week campaign** the wallpaper shown in diagram 1 was delivered without targeting (RoN). Users who were exposed to the campaign were asked whether they were familiar with Daihatsu and whether they had ever heard of the specific Cuore model.

In the **second phase**, the nugg.ad **Branding Optimiser** was employed to ensure that advertising was delivered exclusively to users who were classified as being favourably inclined towards the brand based on their responses from Phase 1.

RESULT

The nugg.ad Branding Optimiser group displayed **considerable improvements in brand awareness** compared with the control group where no targeting was used. The awareness of the Cuore was **raised by 18%**. An improvement of the **general brand awareness** for the brand "Daihatsu" of 5% was also achieved.

Brand Awareness (Daihatsu Cuore)



Targeted delivery thanks to the nugg.ad Branding Optimiser!

CUSTOMER FEEDBACK

"The effect of the nugg.ad Branding Optimiser has certainly convinced us; the 18% increase in awareness for the CUORE was more than enough to meet our expectations. We were also very happy with the 5% increase in our overall brand awareness," says Lars Woltermann, Head of Marketing, Daihatsu.

	CONTROL GROUP	nugg.ad TARGETING WITH BRANDING OPTIMISER
CAMPAIGN GOAL	Increase in Brand Awareness of the Cuore	
DURATION	4 weeks	
CREATIVE	Wallpaper	
BRAND AWARENESS	X	X + 18%

Contact

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