



Branding success with brilliant flavour.

Wrigley 5 GUM increases brand awareness with austria.com/plus and nugg.ad

Wrigley conducted a successful branding campaign at the online publisher austria.com/plus together with nugg.ad for 5 GUM, a gum with an incredible sensory experience. This significantly enhanced brand awareness by a 35% among the austria.com/plus users.

THE CAMPAIGN

The objective of the campaign was to boost Wrigley 5 GUM brand awareness. The campaign was implemented with the **Branding Optimiser** in vienna.at, austria.com. vol.at, salzburg24.at.



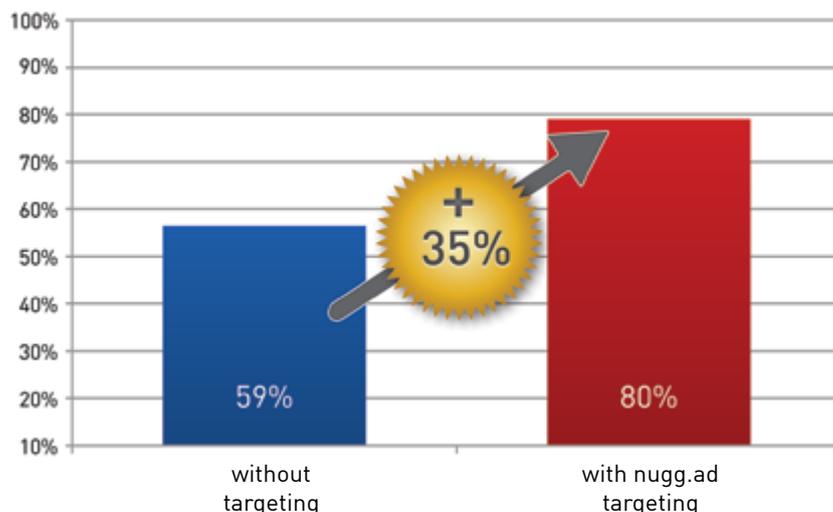
At the start of the campaign, a survey was conducted among users with campaign contact to measure where brand affinity was the strongest. The data was used in the second phase of the campaign together with nugg.ad's **Branding Optimiser**, which uses a statistical model for increasing brand awareness.

THE RESULT

Using nugg.ad targeting, brand awareness was increased by 13% compared to the control group. Among users in the ideal contact class corridor of 3-7 there was an uplift of impressive 35%. The advertising was delivered without targeting in the control group.



Brand awareness for Wrigley 5 GUM in optimum contact corridor



In addition, both the affinity and purchase intention for the product increased. The **Brand User Profile Report** also supplied the advertiser with valuable insight into the socio-demographic characteristics and product interests of the target group.



	CONTROL GROUP	TARGETING WITH BRANDING OPTIMISER
BRAND AWARENESS TOTAL	X	+13%
BRAND AWARENESS IN OPTIMUM CONTACT CORRIDOR	X	+35%
OPTIMUM CONTACT CORRIDOR	-	3-7 contacts
CAMPAIGN OBJECTIVE	increase brand awareness	
PRODUCT	BRANDING OPTIMISER on brand awareness	
DURATION	4 weeks	
ADVERTISING MEDIA	Site branding adbundle with video	



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