



Garnier increases brand awareness by +41% through online campaign for PureActive

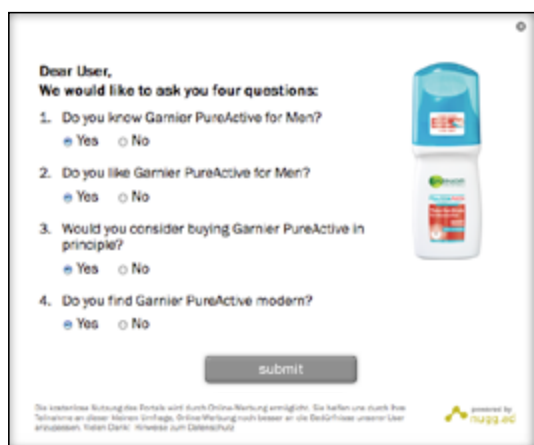
With “PureActive”, Garnier has launched a successful skincare product for teenagers and young adults. Aimed at a target group of males aged 14-29, Optimedia developed a specific online pre-roll campaign using the Audience Optimization System from Zed digital and nugg.ad.

The result: Brand awareness recorded an uplift of +41%!

THE CAMPAIGN

The objective of increasing Garnier’s “PureActive” brand awareness and identifying the optimal frequency corridor was realised through a concentrated, 3 week campaign of 6.8 million AdImpressions.

nugg.ad’s Predictive Behavioural Targeting was applied towards the stated target group with a targeted Brand Engagement Measurement survey as the key tool for rendering the brand recognition trinity measurable. This enables a comparison between users with campaign contact and a control group not exposed to the campaign to measure effective uplifts.



In addition, Garnier used the opportunity to gauge the product’s modernity perception.

THE RESULT

Success across the board!

A brand awareness uplift of +41% was achieved at an optimal frequency corridor of at least 4. This value represents a significant effect for the premium video campaign and the launch of Garnier “PureActive”.

Across the whole campaign, the average increase was +36% which shows the possibilities of nugg.ad’s contact class management are all the more convincing.

It is worth emphasising that, in addition to the “brand awareness” campaign goal, it also proved possible to demonstrably increase “brand affinity” and “purchase intention” by +33% and +38% respectively compared to the control group with no campaign contact.

As well as these very positive results, it also proved possible to raise the modernity perception. Using nugg.ad’s Predictive Behavioural Targeting, this was increased by +63%.

	CONTROL GROUP	nugg.ad TARGETING
BRAND AWARENESS	x	+41%
OPTIMAL CONTACT CORRIDOR	-	more than 4 contacts
CAMPAIGN OBJECTIVE	increase in brand awareness of Garnier PureActive	
TARGET GROUP	Men, 14-29 years of age	
DURATION	3 weeks	
ADVERTISING MEDIA	6,8 Mio. pre-roll video ads	

Contact

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