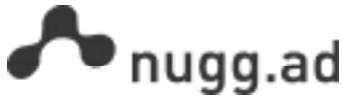




## Mmmh... more brand awareness for Kellogg's nugg.ad Branding Optimiser achieves up to 35% more brand awareness for cereals



Kellogg's started a four-week online campaign on Bravo.de, marketed by BAUER Media. The campaign goal was an increase in brand awareness for the product "Mmmh... TRESOR Choco Nougat".

In order to achieve the best brand awareness possible, publishers and advertisers turned to the nugg.ad branding optimiser with contact class optimisation. The result was an 8 per cent improvement in brand awareness.

### CAMPAIGN

A tandem ad, consisting of Skyscraper and Flashplayer, was designed to reach the youth target group ages 14 to 19. Through surveys delivered by nugg.ad, the first phase of the campaign examined what the product-knowledgeable user looks like.

Based on these findings, the branding optimiser systematically addressed advertising material in the second campaign phase to users who had been classified as "knowledgeable" with regard to the advertised cereal.



Contact class optimisation also revealed how much contact between the user and the advertising material produced the best results.

### CONCLUSION

The report in the form of a brand engagement measurement demonstrates that, on average, the nugg.ad branding optimiser **increased brand awareness by 8 per cent**. In the contact band of 9-10 contacts with the advertising material, the campaign even attained a **35 per cent increase**.

	CONTROL GROUP	PREDICTIVE BEHAVIORAL TARGETING
TARGET GROUP	Youths from 14 - 19 years of age	
DURATION	4 weeks	
ADVERTISING MATERIAL	Tandem-Ad (Skyscraper + Flashplayer)	
BRAND AWARENESS	x	x + 8%
CONTACT CLASS	x	9-10 contacts with the advertising material
BRAND AWARENESS IN CONTACT CLASS	x	x + 35%

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