



Fresh and lively with targeting

nugg.ad increases target group share and brand awareness



Knorr, a subsidiary of Unilever, has high expectations of its campaign on derstandard.at. This campaign was not only aimed at minimising divergence loss, but also at increasing the brand awareness of Knorr. For this reason, Predictive Behavioural Targeting by nugg.ad was used with great success, which caused divergence loss to tumble and also raised brand awareness.

CAMPAIGN

Over a period of two months, a super-banner (Ill. 1), a rectangle and a site bar were inserted on the derstandard.at website. All advertising methods emphasised the proportion of fruit and vegetables in the product Knorr Vie. The tar-



(Ill. 1)

get group was defined as comprising women who run the household. The modulation of the advertising methods with nugg.ad targeting ensured an above-average accuracy in addressing the target group. It was also hoped to increase the awareness of Knorr as a manufacturer of fruit and vegetable drinks. In order to measure the effect of the targeting, another campaign was launched simultaneously under identical conditions, but without targeting.

RESULT

Targeting fulfilled both objectives of the campaign. The target group share of women who run households rose by 129% (Ill. 2). Divergence loss and target group CPM sank considerably. In addition, a follow-up survey carried out by an independent market research institute showed that targeting increased the brand awareness of Knorr by 66% (Ill. 3).



(Ill. 2)



(Ill. 3)

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