

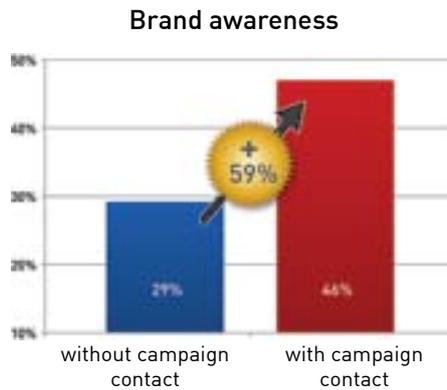


The inventor of the espresso machine boosts brand awareness by 59%. Basta!

Carat and nugg.ad optimise the brand impact of Philips Saeco products.



“Nothing beats an authentic Italian espresso” – especially if it comes from a Philips Saeco fully automatic coffee machine. To further boost consumer awareness of the Philips Saeco brand Carat ran a branding campaign across four leading German publishers. It was found that the publishers were able to significantly increase brand impact by using Predictive Behavioural Targeting which was provided and managed by nugg.ad. The final results delivered a 59% boost in brand awareness for Philips Saeco!



Img. 1

RESULT

With nugg.ad’s help, the campaign objective was successfully achieved. When compared with a control group which had no exposure to the campaign material, **nugg.ad’s targeting boosted awareness of the Philips Saeco brand by 59%**. Where there were 4-6 user exposures to the product, brand awareness hit an impressive 62%. The campaign as a whole achieved a net reach of approximately 8 million unique clients.

CAMPAIGN

Over a three months period, **21million ad impressions** promoting Philip Saeco’s products (image 1) were delivered. One of the campaign’s specific objectives was to reach a pre-defined target group of **adults aged 30-59 with children at home and a net income of over €2,500 per month**. With nugg.ad’s advanced targeting technology, this objective was successfully achieved by focusing the campaign impressions to this target group.

The effect of the targeting campaign was validated by a randomised survey encompassing **over 90,000 survey impressions**. These were delivered to internet users targeted by the campaign in addition to those who were within the target group, but had no campaign contact. In total, **2,000 questionnaires** were answered.

	WITHOUT CAMPAIGN CONTACT	WITH CAMPAIGN CONTACT
BRAND AWARENESS	X	+59%
CAMPAIGN OBJECTIVE	Increase in brand awareness	
TARGET GROUP	Adults, 30-59 years, net income > €2,500/month, with children	
DURATION	3 months	
VOLUME	21 million ad impressions	

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