



# Impressive targeting success among cat lovers

With AdAudience and nugg.ad, ROYAL CANIN increases the purchase intention for AGEING +12 by an impressive 84%

## OBJECTIVES AND CONCEPT

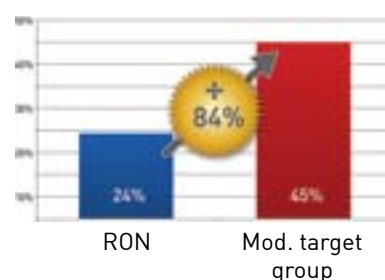
- To increase the purchase intention for the product AGEING +12
- To model an optimum target group with the highest level of product affinity
- To evaluate the results using a control group (without targeting)

## IMPLEMENTATION

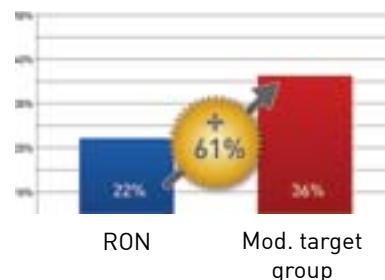
- Use of the **Branding Optimiser** to model the target group via a survey
- Subsequent delivering of the media volume to the target audience
- Advertising medium: AdBundle RoN, duration: four weeks



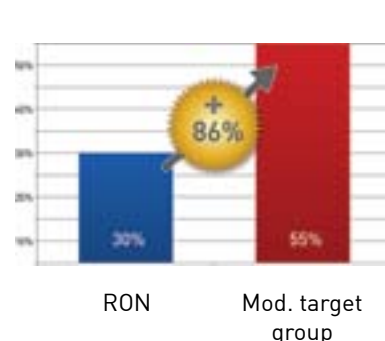
Total purchase intention ROYAL CANIN AGEING +12



Brand awareness ROYAL CANIN AGEING +12



Brand affinity ROYAL CANIN AGEING +12



## SUMMARY

Branding Optimiser benefits:

- Incredible 84% uplift in the purchase intention
- Clear increase in the other branding parameters surveyed
- Valuable insights into target group for use in subsequent campaigns

By combining the broad reach of quality platforms with individual targeting products, the campaign objective was achieved with massive success.

Contact

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