



Online video campaign by s.Oliver Fragrances has „the Soul“

The new fragrance s.Oliver SOULMATE increases brand awareness with Optimedia and nugg.ad by more than 73%.

MÄURER & WIRTZ has expanded the range of its s.Oliver fragrances with the new twin concept s.Oliver SOULMATE, and thereby invested in an online video campaign to promote the product. The s.Oliver ads were placed in premium environments operated by three of the five leading German video media owners. The Open Targeting Platform™ helped to measure and manage ad exposure frequency on a cross-publisher scale as well as assess the advertising impact. Thanks to effective targeting, advertising impact was significantly boosted. The result was an increase in brand awareness of 73% for s.Oliver SOULMATE.

form of a brief layer format-survey (see fig. 1), which was shown to users with and without campaign contact. The campaign effects in terms of the brand triad for the s.Oliver SOULMATE brand were determined by comparing the responses. The results of the Brand Engagement Measurement from the first flight meant that MÄURER & WIRTZ and Optimedia were in a position to accurately estimate the campaign effects for the identically-structured second flight, without having to conduct another survey - which meant that it was sufficient to only measure and manage the ad exposure frequency for the second flight.



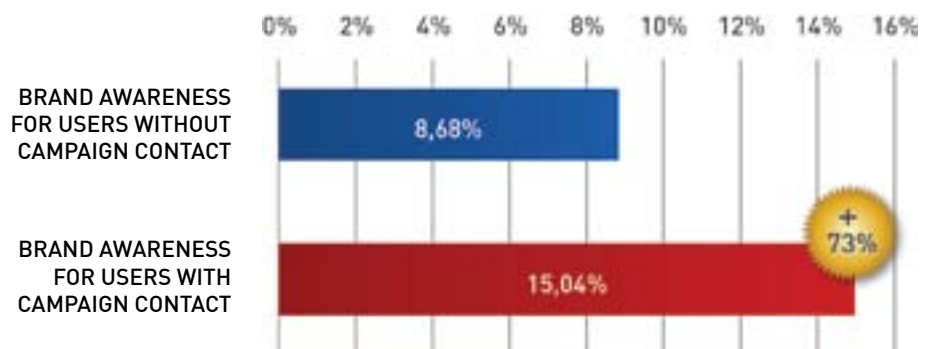
Fig. 1



THE CAMPAIGN

The online campaign consisted of two flights with pre-roll and mid-roll ads (15") – each running for three weeks. The narrow audience segment – “Men and women, aged 18-39” – was targeted precisely by nugg.ad’s Predictive Behavioral Targeting. In addition, cross-publisher frequency capping of 4 ad impressions per day and 8 ad impressions per flight was employed. Brand Engagement Measurement was used in the first flight to measure the advertising impact, in the

INCREASING BRAND AWARENESS



THE RESULT

On the whole, it was possible to significantly increase all brand triad components of s.Oliver SOULMATE. With an **uplift of +73%**, the campaign target to increase **brand awareness** was most successful, while uplifts of +38% and +49% were measured for brand affinity and purchase intention respectively.

By measuring ad exposure frequency simultaneously, it was also possible to determine the ideal number of ad impressions per user. With an increase in **brand awareness of +120%** and an **uplift of 64% for purchase intention**, a contact corridor of 3-4 resulted had the strongest effect. For **brand affinity**, 5-6 ad impressions brought about the highest increase for s.Oliver SOULMATE, which was measured at **+55%**.

The results show that effective targeting in combination with Brand Engagement Measurement are the ideal companions for **online branding campaigns** in the “Beauty & Care” segment for MÄURER & WIRTZ.

	WITHOUT CAMPAIGN CONTACT	WITH CAMPAIGN CONTACT
BRAND AWARENESS TOTAL	X	+73%
BRAND AFFINITY TOTAL	X	+38%
PURCHASE INTENTION TOTAL	X	+49%
BRAND AWARENESS IN THE OPTIMUM FREQUENCY CORRIDOR	X	+120%
BRAND AFFINITY IN THE OPTIMUM FREQUENCY CORRIDOR	X	+55%
PURCHASE INTENTION IN THE OPTIMUM FREQUENCY CORRIDOR	X	+64%
ADVERTISER	s.Oliver SOULMATE by MÄURER & WIRTZ	
CAMPAIGN OBJECTIVE	To increase brand awareness	
NARROW TARGET AUDIENCE	Men and women, aged 18-39	
nugg.ad PRODUCTS	Predictive Behavioral Targeting Open Targeting Platform™ Ad exposure frequency measurement and management Brand Engagement Measurement	
CAMPAIGN/MEDIA	Pre-rolls / mid-rolls 15" with leading video publishers	

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