



PBT.NETWORK



Online branding campaign increases awareness and triples growth in sales

Impressive success for De Cecco pasta in Danish PBT Network



nugg.ad provides real-time audience data to boost brand awareness of De Cecco by almost 150%, measured by research company TNS Gallup. The online only campaign in the PBT Network also resulted in growth in sales by +200%.

THE SITUATION

In the past, De Cecco primarily had run campaigns with classical media such as TV commercials and print ads. The brand awareness of De Cecco pasta had been comparably low, the pre-test by TNS Gallup revealed brand awareness was 12,6%. De Cecco decided to use nugg.ad's Branding Optimiser for a campaign with display ads in the Danish PBT Network, to specifically increase brand awareness. The campaign was launched with 6 mio. display ad impressions across leading Danish publishers (Eb.dk, BT.dk, DBA.dk, Bilbasen.dk, Kino.dk, Onside.dk, Lokalavisen.dk)

THE LEARNING PHASE

At the beginning of the campaign, surveys with three short questions were used by nugg.ad to measure awareness, affinity and purchase intention among users. A statistical model was built based on this data from 2.500 surveys to specifically increase brand awareness within the next phase.



THE BRANDING OPTIMISER PHASE

Based on the model and constant real-time measurement, display ads were delivered to users likely to hold a high brand affinity. At the same time the level of ad exposure was measured to evaluate the ideal ad dosage to increase branding impact.

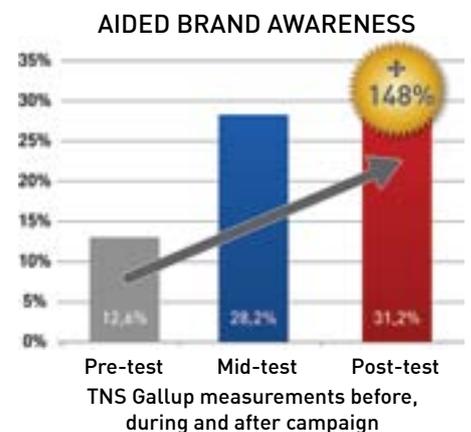
THE MEASUREMENT

The TNS Access internet panel was used for measurements before, during and after the campaign. With the Click Stream technology TNS Gallup was able to compare users who did and who did not see the online ads. In total more than 5.000 users were surveyed to provide valid results.

THE RESULTS

After the campaign, a massive increase in aided brand awareness was measured by TNS Gallup in comparison to the pre-test.

The percentage of people who know De Cecco more than doubled according to the post-test with an increase of 148%.

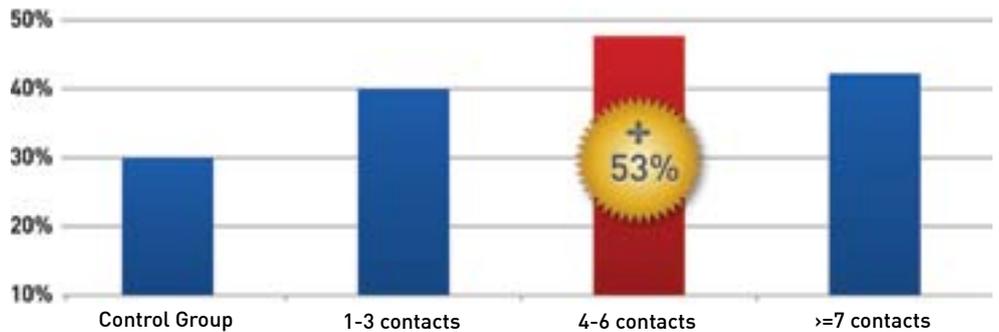


The online only campaign was also a huge success in terms of sales for De Cecco: In the period before the campaign, the average growth in sales was about 23% compared to the year before. During and shortly after the campaign, De Cecco reported an impressive 69% growth in sales. No other media was used during the campaign, proving the effectiveness of nugg.ad Branding Solutions in the PBT Network.





Further measurement by nugg.ad regarding the ideal ad exposure revealed, that the campaign additionally boosted **brand affinity by 100%** and **purchase intention by 53%**. The Contact Class Measurement showed, that the maximum uplift for purchase intention and affinity was among users with **4-6 campaign contacts**; whereas to increase brand awareness, the optimum ad dosage required **7 or more contacts**.



	BEFORE CAMPAIGN	AFTER CAMPAIGN WITH nugg.ad Targeting
BRAND AWARENESS	X	+148%
GROWTH IN SALES	X	+200%
CAMPAIGN GOAL	Increase brand awareness	
PRODUCT & MEASUREMENT	nugg.ad Branding Optimiser & Contact Class Measurement TNS Access internetpanel & Click Stream ¹	
MEDIA	PBT Network: Eb.dk, BT.dk, DBA.dk, Bilbasen.dk, Kino.dk, Onside.dk, Lokalavisen.dk	
CAMPAIGN	Display ads, 6 Mio. ad impressions, 5 weeks	

1: About TNS Gallup Click Stream:

Click Stream is a combination of two datasets collected via a site centric tool, TNS metrix. The first dataset consists of data from the websites that are tagged with TNS Metrix. The second dataset consists of data from the respondents in the access panel. Through a combination of the datasets you can see, who has been exposed by online ads at the cookie level.

Contact: +49 30 29 38 1999-0 | consulting@nugg.ad

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