

Launch new products on Facebook.

CPG brand wanted to launch their new breakfast drink. Leveraging Facebook's audience reach & targeting capabilities to deliver high impact video ads in users News Feed during key commuter periods.

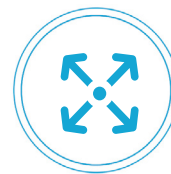
Approach

Adaptly partnered with the advertiser's media agency and created a strategy for delivering reach & frequency in the absence of TV. The target audience was Adults 16-30, with a focus on early morning day-parts and mobile to capture people 'on the go'.

- Plan reach & frequency of target audience in 1-day bursts of spend.
- Leverage Facebook's news feed cap to maximise reach.
- Utilise Adaptly's Evergreen technology to deliver cost-effective reach and allow for real time cross-platform optimisation.
- Upweight during key consumer day-parts to maximise campaign impact.
- Measure the impact on Brand Metrics and accuracy of reach & targeting with Nielsen.

Results

- Facebook reached 11M uniques (64% of target audience) + 253 GRPs, verified by Nielsen.
- Nielsen Brand Effect study showed positive differences in Ad Recall (+10 pts) and Brand Awareness (+5 pts).
- Over 70% of total inventory was delivered on Mobile.



Unique reach
11 million.



GRP 253.



Cost saving 30%.

Key Takeaways

- Maximise reach with 1 day bursts of high reach brand activity.
- Optimise placements and day parts to increase cost-efficiency of reach activity.
- Nielsen OCR enabled reach & targeting verification.

Adaptly