



# A clear victory for efficiency

92% more target group share – nugg.ad increases campaign efficiency for adidas

In August 2011, adidas, the global market leader in sport article manufacturing, initiated a campaign for their new sport shoe, adipower predator, on the mediasports portfolio. It was planned and implemented by Carat and Xenion Isobar. The objective was to increase the visibility of the product among the predefined target group – males aged between 14 and 19, interested in football. This was to be achieved through intelligent target group management by nugg.ad.

## THE CAMPAIGN

During the case study, a wallpaper ad with targeting was distributed among the target group over a period of **four weeks** involving a total volume of **1.5 million ad impressions**.

In order to be able to subsequently evaluate the effect of the targeting campaign, another campaign of the same scope was initiated during the same period, but without targeting.

The results of this target group management were determined by means of distributing targeted survey questionnaires to users who had come into contact with one of the two campaigns.

## RESULT

The increased campaign efficiency resulting from the targeting is impressive: the target audience share of the campaign optimised by nugg.ad was **increased** from 27% in the campaign without targeting to 52% with predictive behavioral targeting. That is a **total uplift within the target group of 92%**.

In addition, it was possible to significantly **increase the “purchase intention”** branding effect for the adipower predator within the target group.

Target group share for adidas



	CONTROL GROUP	nugg.ad TARGETING
TARGET GROUP SHARE	x	<b>+92%</b>
TARGET GROUP	Men, 14-19 years of age, interested in football	
DURATION	4 weeks	
ADVERTISING MEDIA	Wallpaper ad	
CAMPAIGN AD IMPRESSIONS	1,5 million ad impressions per campaign	

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