



**KÆRGÅRDEN®**



**Arla Kærgården®**  
- a FMCG product in the fast lane  
thanks to online targeting!



Arla Foods GmbH has invested in an advanced targeting campaign implemented by Carat / nugg.ad in the form of a combined display and video campaign to promote its Kærgården® product. At the same time the company was able to measure the desired branding effects.

The result: +14% more brand awareness for Arla Kærgården®!

#### THE CAMPAIGN

The objective of the campaign was to increase brand awareness of Arla Kærgården®. Carat implemented a combined cross-publisher display and video campaign through the nugg.ad Open Targeting Platform™.

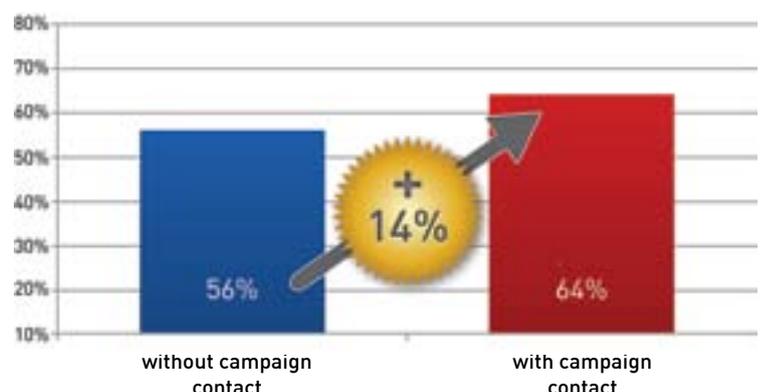
The target group: Female home-makers in the age range 30-59. Adverts were delivered via eight premium publishers with a total of 11.3 million ad impressions.

The highlight: using nugg.ad's Brand Engagement Measurement user polls it was possible to measure the branding effect of this campaign both with and without advertising contact.

Furthermore the ads were controlled with a global frequency capping of 8 contacts. Thanks to the Open Targeting Platform™ it was possible to coordinate this across all publishers for the six-week campaign. The media used in the display and video campaign were half-page ads, banners, billboards and 25" PreRoll videos.



Brand awareness for Arla Kærgården® within the target group (video campaign)



## RESULTS

The campaign delivered a huge success without a doubt!

56% of those questioned with no contact to the video campaign were aware of Arla Kærgården®. This was the starting point and control value. By specifically targeting the required target group, female homemakers aged 30-59, the campaign was able to increase brand awareness by +14% to a total of 64%.



## Additional benefits:

As well as brand awareness, other branding parameters were also significantly increased for Arla Kærgården® products as a result of the combined display/video ad delivery. Brand affinity was increased by +5% and purchase intent by +7%.

## Valuable insights for future campaigns:

As well as this, Arla Kærgården® reaped the benefits from nugg.ad's insights into contact class measurement: it was possible to prove that the brand effect was significantly increased even with a low ad exposure from just one ad contact. This is very helpful to know, so that the online media budget can be planned even more efficiently in future.

## CUSTOMER FEEDBACK

"For our FMCG product Kærgården®, Predictive Behavioural Targeting through Carat and nugg.ad was the key to tapping into our target group successfully online. The additional evaluation of the campaign's effects with reference to brand awareness and the 14% increase provided valuable information to help with campaign optimisation", said Melanie Franzus, Arla Foods GmbH.

	CONTROL GROUP	nugg.ad TARGETING
BRAND AWARENESS	X	+14%
OPTIMUM AD EXPOSURE	-	1-6 contacts
CAMPAIGN OBJECTIVE	Increase brand awareness for Arla Kærgården®	
TARGET GROUP	Female homemakers aged 30-59	
DURATION	6 weeks	
AD MEDIA	Half-page ads, banners, billboards, PreRoll videos	

## Contact

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