



Burger King campaign on IGN increases awareness for King Savers menu.

nugg.ad reveals purchase intention more than tripled among users who are aware of the product.

Burger King uses advanced brand measurement technology from nugg.ad to evaluate individual brand campaign metrics.

THE CAMPAIGN

With Burger King launching their new value range menu – BK King Savers – they conducted a media campaign in Wales & Northern Ireland only. The display campaign was to be run across a premium site popular with students and/or 16-24 year olds with the aim to increase brand awareness. Burger King decided to use IGN to reach this audience because of their relationship with nugg.ad, which provides the ability to deliver brand metrics and insights. The campaign of 2.7m ad impressions was delivered over 5 weeks as take overs using the MPU, Leaderboard and Skin formats. By taking advantage of nugg.ad's Branding Solutions during the campaign, they were able to do customised measurements on brand impact including insights about Burger King's competitors.

THE MEASUREMENT

nugg.ad's technology was used to individually evaluate brand awareness, brand affinity and purchase intention in a control group before the campaign began and also among users post campaign exposure. To form the control group, nugg.ad Brand Engagement Measurement survey layers were delivered to the geo-targeted locations for one week before the campaign began. The post exposure test group was formed by delivering the BEM survey layers to users between 1-48 hrs after campaign exposure. In total more than 550 surveys have been answered.



THE RESULT

The campaign proved to be very successful with a brand awareness uplift of over 23% in the test group against the control group. Customised Brand Engagement Measurement also revealed that purchase intention among users who know of the King Savers menu is 245% higher than among users who don't. In addition, the campaign produced an uplift in brand affinity of over 15%.

	WITHOUT CAMPAIGN CONTACT	WITH CAMPAIGN CONTACT
BRAND AWARENESS	X	+23%
PURCHASE INTENTION	USERS WHO ARE NOT AWARE OF THE PRODUCT X	USERS WHO ARE AWARE OF THE PRODUCT +245%
GOAL	Increase brand awareness	
PRODUCT	nugg.ad Brand Engagement Measurement	
CAMPAIGN / MEDIA	5 weeks with 2.7m ad impressions Take overs: MPU, Leaderboard + Skin formats	

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