



## Branding success with brilliant flavour.

Wrigley 5 GUM increases brand awareness with austria.com/plus and nugg.ad

Wrigley conducted a successful branding campaign at the online publisher austria.com/plus together with nugg.ad for 5 GUM, a gum with an incredible sensory experience. This significantly enhanced brand awareness by a 35% among the austria.com/plus users.

### THE CAMPAIGN

The objective of the campaign was to boost Wrigley 5 GUM brand awareness. The campaign was implemented with the **Branding Optimiser** in vienna.at, austria.com. vol.at, salzburg24.at.



At the start of the campaign, a survey was conducted among users with campaign contact to measure where brand affinity was the strongest. The data was used in the second phase of the campaign together with nugg.ad's **Branding Optimiser**, which uses a statistical model for increasing brand awareness.

### THE RESULT

Using nugg.ad targeting, brand awareness was increased by 13% compared to the control group. Among users in the ideal contact class corridor of 3-7 there was an uplift of impressive 35%. The advertising was delivered without targeting in the control group.



Brand awareness for Wrigley 5 GUM in optimum contact corridor

