## WEIRDLY AWESOME, AND EFFECTIVE

How Trolli and Periscope Used Real-Time
Brand Metrics to Drive Brand Awareness

### INDUSTRY

The global market for confectionary products reached a record $196 billion in 2013[1], and candy is a virtually recession-proof product[2]. Candy manufacturers invest a great deal of marketing dollars to build brand equity. To make the most of those dollars, they need to receive data on the marketing effectiveness of their ad spend in a timely fashion. When candy manufacturers are able to understand what is working, what isn't, and how to improve their ad campaign in real-time, they can then ensure a sweet outcome.

### OVERVIEW

In the past, Trolli gummy candies rarely ran advertising campaigns and suffered from low awareness. In 2013, Trolli teamed up with their agency, Periscope, to launch their first major ad campaign in years. The campaign focused on how "weirdly awesome" Trolli gummies truly are in order to engage with their audience and ultimately drive awareness and sales. Digital media drove users to a Weirdly Awesome Tumblr page, which was created by Periscope, and encouraged engagement with the Weirdly Awesome content.

Periscope strategically used audience and content segmentation to focus the ads on 13-17 year olds. With so many different elements – social content, video, display – Trolli and Periscope wanted relevant brand metrics in real-time to assess the campaign's impact on awareness.

**COMPANY:**
Trolli, with Periscope

**CAMPAIGN:**
Encourage 13-17 year olds to engage with the "weirdly awesome" content on Trolli's Tumblr and other social pages

**OBJECTIVE:**
Drive awareness to increase sales

**SOLUTION:**
Nielsen Digital Brand Effect



Periscope used a mix of content alignment and audience segmentation to serve display and video ads to the campaign's 13-17 year old audience.

[1] USDA: Processed Product Spotlight: Confectionery, 3.25.2014
[2] Nielsen Newswire: Let Them Eat Candy, 6.24.2008

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## INSIGHTS/FINDINGS

Trolli and Periscope used Nielsen Digital Brand Effect to measure and optimize brand lift in awareness while the campaign was still running, and maximize ROI. Specifically, they were able to:

- Review the overall brand lift of the online desktop campaign, and see the brand lift performance by creative, site, and frequency, in real-time

- Identify the top performing creative format—videos drove 60-70 percent higher brand lift than the campaign average

- Optimize their creative mix's branding effectiveness by reallocating rich media and display impressions to the video units that were generating the highest brand lift

- Identify that increased exposure led to increased brand lift in awareness

- Drive an overall 71 percent brand lift in awareness amongst those who were exposed to the campaign through measured tactics. This campaign performed in the top 10% of all awareness and candy & gum campaigns measured by Nielsen Digital Brand Effect
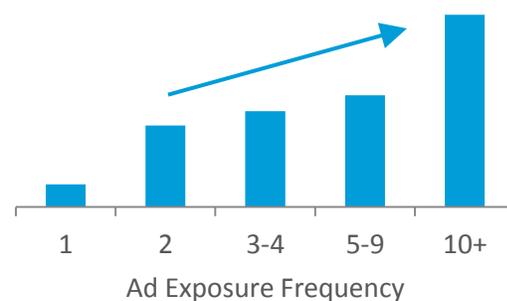
## SOLUTION

Nielsen Digital Brand Effect measures resonance as part of Nielsen's 3R's framework: Reach, Resonance, and Reaction. It is the first real-time enterprise technology platform that allows advertisers to collaborate with their digital media ecosystem around optimizing brand lift metrics.

Using an intuitive, web-based dashboard, Trolli and Periscope were able to get a real-time understanding of the brand building effectiveness of their social content display and video campaign, and its performance against their primary marketing objective—awareness. The performance of key campaign elements driving overall brand lift—creative, site, and frequency—were also highlighted in real-time, enabling Periscope to reallocate impressions and optimize the campaign while it was running. Trolli and Periscope were able to apply the granular brand lift learnings to future campaigns, allowing them to improve performance and maximize ROI in-campaign and across campaigns.

### Awareness Brand Lift

**71% Lift**

18.1% — Not Exposed to Advertising

30.9% — Exposed to Advertising
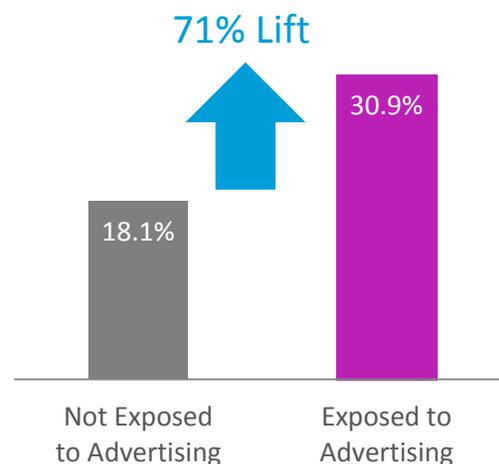
### Brand Lift by Ad Frequency

| 1 | 2 | 3-4 | 5-9 | 10+ |

Ad Exposure Frequency

> Nielsen Digital Brand Effect was a strong solution in our measurement toolbox to validate and optimize our digital media efforts.
>
> *Jennifer Kozmic*
>
> *Senior Brand Manager, Trolli*

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## CONCLUSION

Marketers are increasingly experimenting with social and engagement-oriented ad units and strategies to connect with their audience. These can be very powerful tools to positively influence brand opinions. However, brand marketers need to use the right metrics to ensure they are getting an accurate assessment of campaign performance in order to justify ad spend. Engagement metrics such as clicks and views offer directional insight to measure performance, but marketers identified brand metrics such as sales generated and brand lift to be the most appropriate ROI metrics[1].

Ultimately, marketers need to ensure their ads are resonating with their audience and generating the desired result – brand lift. Getting this data in real-time  while the campaign is running will not only allows marketers to accurately assess performance, it will also allow them to proactively make optimizations to improve campaign performance, and ultimately ROI.

## KEY TAKEAWAYS:

- Social content and video ads can be very effective brand building tools, but must be measured and optimized like any other form of advertising

- Clicks or views may provide directional data, but for brand campaigns it is important to use relevant brand lift metrics to assess campaign effectiveness.

- Different brand objectives will benefit from different levels of ad frequency. Monitor the brand lift of different frequency levels to uncover optimization opportunities.

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Nielsen Digital Brand Effect helped us optimize our Weirdly Awesome creative and partnerships in real-time. The Nielsen team was great in helping us execute and was really hands on in helping us understand the results in order to take action. The awareness-driving digital display campaign along with our social engagement successes worked together with TV to drive incremental sales lift for Trolli.

*Sarah Zielie*
*Digital Media Director, Periscope*

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[1]Nielsen: Paid Social Media Advertising: Industry Update and Best Practices 2013

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