CASE STUDY

63% of the exposed audience connected milk with at least one benefit

AGENCY: TOUCHÉ! MONTREAL
ADVERTISER: LES PRODUCTEURS DE LAIT DU QUÉBEC

INITIAL ASK

Touché! Montreal approached JUICE Mobile with the challenge of increasing awareness around the various health benefits of drinking milk. Based on research that linked these benefits to 16 nutrients in milk, they had the idea to expose the Quebec population to this information at key times throughout their days.

STRATEGY

The starting point was to understand the real-life behavior of the target audience and how we can utilize our targeting capabilities and data to reach the right people at the right time. Then, using our best in class location data partner, we were able to create 30 audience segments from the thousands of data points which we would later employ to deliver a highly dynamic campaign. Each creative was specifically aligned to an audience segment. Creative was then served at specific times of day based on targeting parameters.
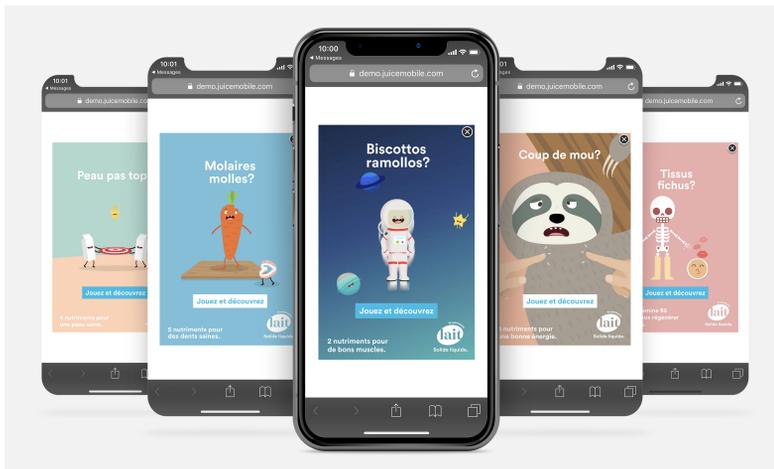
CREATIVE

In order to effectively captivate the audience we utilized the JUICE Mobile Creative Studio, who designed 10 unique creatives with custom animations that mimicked a game previously developed by the client's creative agency. We served the ads at scale with tailored messaging aligned with user's real-time activities (i.e. served the 'benefits of milk for muscle' ad to people at a gym).

RESULTS

16.6% brand lift in users who were exposed to the ad

To demonstrate the effectiveness of the campaign we partnered with Nielsen Media Research to measure brand lift. This allowed us to not only report on clicks to the website, but also report consumer's knowledge of milk's nutritional benefits after being exposed to their custom ad.

JUICE surpassed industry benchmarks and increased product association with regard to milk's benefits – the study showed 63% of the exposed audience connected milk with at least one benefit vs only 54% for the non-exposed; a 16.6% lift!