

SharkNinja grows brand with dynamic, voice-interactive messaging on Amazon audio and Streaming TV

SharkNinja grows awareness, consideration, and engagement with dynamic messaging strategy reaching connected-home audiences

Background

SharkNinja has worked with Amazon Advertising for over four years, promoting their brand and kitchen products sold on Amazon, online, and retail locations across the globe. The brand faced a challenge in promoting their Ninja Foodi Pressure Cooker because the product has many use cases, each of which appeal to different audiences. The brand wanted to enable customers to easily respond to ads using interactive creative features on audio and Streaming TV ads.

Solution

Amazon Advertising used a dynamic creative strategy to help SharkNinja reach the right audiences with relevant messages in key moments. The brand used over a dozen creative elements, each highlighting a different product use case. Amazon Ads scheduled those ads to reach different key audiences in moments when each use case was most likely. For example, the air fryer creative reached younger audiences throughout the day, while recipe-related messaging reached families during dinner time. Messaging included a voice-based call-to-action that enabled customers to add Ninja products directly to their Amazon carts, simply by using their voice. Amazon Ads used 1P and 3P insights to manage and optimize campaign results during several touch points in the campaign period.



+5% Aided brand awareness +1.9x above 3P benchmark ¹	+10% Consideration +5x above 3P benchmark ²	+7% Likelihood to ask Alexa a question about Ninja Foodi product ³
--	---	---

SharkNinja uses custom, voice-interactive ads to engage customers across audio and Streaming TV

Customer experience using voice-enabled interactive advertising options.

1

Audio and Streaming TV creative includes Alexa call-to-action

Ask Alexa to add Ninja Foodi Pressure Cooker to your cart!

2

Customer evokes Alexa call-to-action

Alexa, add Ninja Foodi Pressure Cooker to my cart.

3

Alexa confirms product added to cart



Source: Lift represents percentage points in ad-exposed vs. control for all combined exposures to audio and/or STV.

1. Kantar Brand Lift Insights, Q4 2020. 3P benchmark = +2.8%.

2. Kantar Brand Lift Insights, Q4 2020. 3P benchmarks = +1.9%.

3. Lift represents ad-exposed vs. control for all combined exposures to audio and/or STV.