

# CPG COMPANY LEVERAGES BRANDED CONTENT + MEDIA TO INCREASE AWARENESS AND REACH

## CASE STUDY

> Branded Content

### 0 CLIENT OBJECTIVES

Awareness-driven campaign designed to reach bi-cultural Hispanics in a genuinely matter while connecting emotionally and culturally through content integration. Call-to-action based on driving audience to product website.

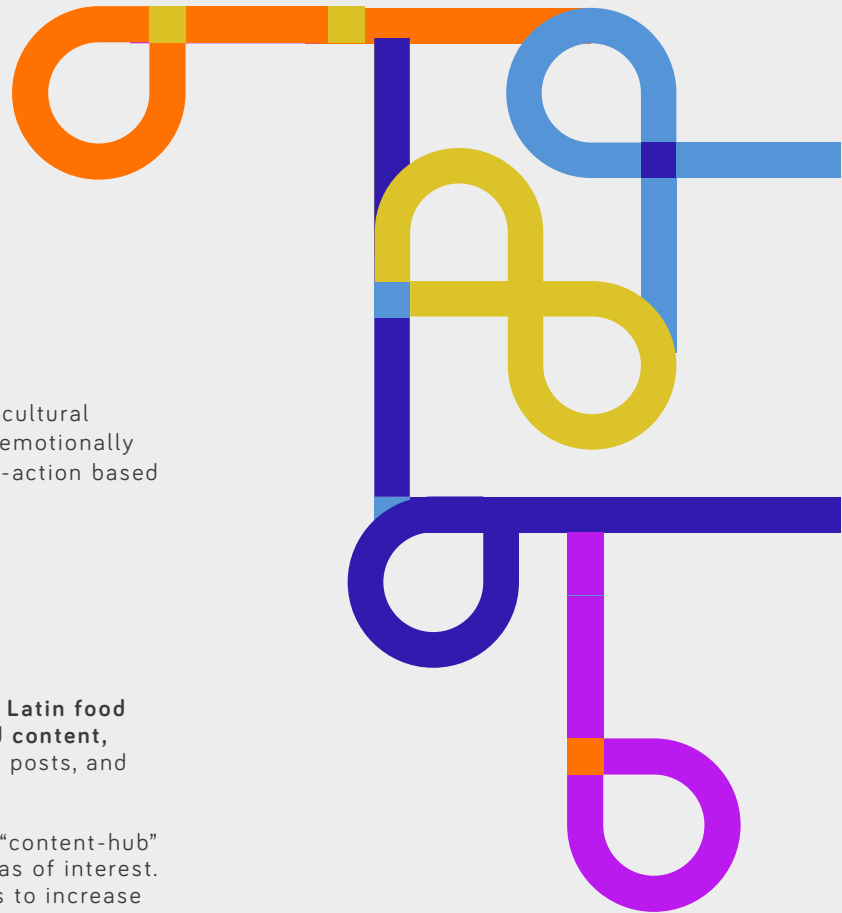
### 0 CAMPAIGN DEVELOPMENT

**Pulpo partnered with We Are Cocina, the premier Latin food destination site, to produce a series of sponsored content, including short-format branded videos, sponsored posts, and editorial articles.**

We Are Cocina content was distributed through a “content-hub” where audiences could be easily redirected to areas of interest. Content was also boosted through social channels to increase user engagement.

The sponsored content program was integrated with a media strategy across web and mobile that included standard IAB display and high impact units. All media efforts ran across English and Spanish language inventory.

To further drive audience traffic to advertiser’s website, Pulpo carried out a one-month pre-roll video campaign.



## RESULTS

- Mobile interstitial ads exceeded client campaign key performance indicators by 2.8x.
- Pre-roll ad unit performance also surpassed client goals. Pre-roll click-through-rates were 4.3x greater than original client goals, while Video Completion Rates hit established benchmarks through the campaign flight period.

## SPONSORED CONTENT RESULTS

We Are Cocina sponsored content generated healthy engagement levels across all channels.

POSTS	VIDEO	EDITORIAL ARTICLE	STORY
<b>26k</b> reaches <b>32k</b> views	<b>390k</b> reaches <b>160k</b> views <b>60k</b> link clicks	<b>124k</b> reaches <b>2k</b> engagements	<b>1.8k</b> reaches <b>2k</b> views

## KEY TAKEAWAYS

- 1** Hispanics over index across all digital platforms, but with mobile devices they are considered “super users”. Make sure mobile is part of your media strategy.
- 2** Be culturally aware of seasonal events important to Hispanics. Boost campaign at key events such as holidays to increase relevancy and drive greater engagement.
- 3** Test your creative on both English and Spanish. Don't underestimate your bi-cultural audience that will consume your message in both languages.