

Masterfoods - Revels Eviction

Understanding the Total Consumer Experience

Campaign Details

Advertiser: Masterfoods - Revels Eviction
Media agency: MediaCom
Publishers: MSN UK, Yahoo UK, News International
Target audience: Male/Female aged 25-44
Channels: Rich media display ads, Search and TV campaigns

Campaign Objectives

- Create a unique way to engage with customers.
- Enable consumers to directly influence product development.
- Effectively integrate TV, press and digital campaigns to drive consumers to create discussion and noise around the Revels Eviction.
- Implement campaign management technologies to optimise performance across all channels.

Campaign Highlights

- Channel Connect for Search provided detailed understanding of the interaction between display and search.
- Strong performance of rich media ads in driving traffic.
- Integrated Eyeblander Analytics allowed for rapid assessment of campaign effectiveness.



30% Of the votes attributable to search advertising, were driven by rich media display ads.

Strategy:

Understanding how different marketing channels affect each other during an integrated online campaign has long been a challenge for brands and agencies alike. Being able to look way beyond the last click to fully understand the consumer - where they're going, how they got there and why - offers the potential to bring a whole new level of insight into the effectiveness of a digital campaign.

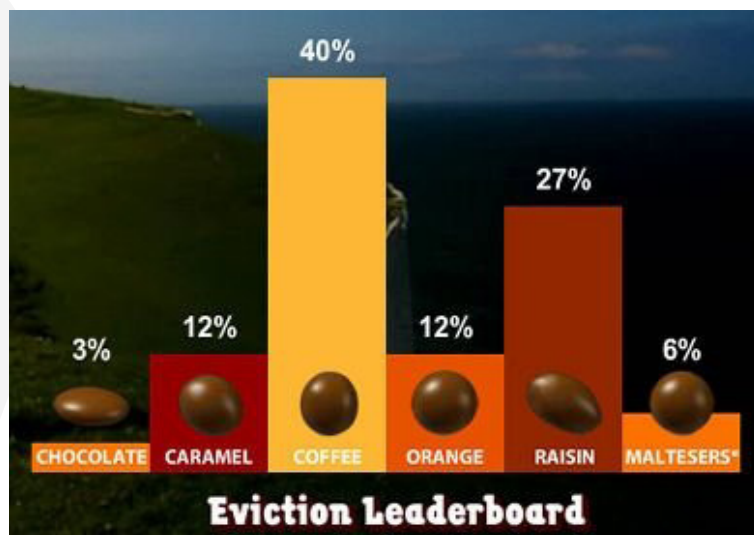
The Revels confectionery brand owned by Masterfoods has been a popular choice for chocolate lovers for many years, and for this campaign, Masterfoods wanted to play on the idea that everyone has an opinion on their favourite/least favourite flavour, among the six on offer in every pack.

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Together with MediaCom, they wanted to enable consumers to 'evict' the Revels flavour they would like to replace. The flavour with the most evictions would, in reality, be discontinued and replaced with a new flavour.

This was achieved by a combination of in-ad voting and traffic driven to the Revels Eviction microsite where, in both cases, users could choose the flavour they wanted to evict.

Crucially, MediaCom wanted to build a much clearer view on the impact and relationship between their rich media, TV and Search campaigns.



Implementation:

MediaCom implemented Eyeblaster's Channel Connect for Search to monitor user activity from the first point of contact with consumers, through to a 'vote' conversion. A series of tags was placed on the microsite where users arrived after making their initial eviction selections in the ads, tracking the source of the click and votes in the process. MSN, Yahoo! and News International were among those publishers that carried the activity, along with a Search keyword marketing campaign delivered via Google. MediaCom supplemented the activity with TV ads, and a Facebook page, which quickly became an interactive forum, culminating in over 2000 wall posts and one user setting up a 'Save Coffee' campaign within Facebook.

"In normal circumstances we would have to pay extra ad-serving costs with a third-party supplier in order to embed tracking pixels in the rich media creative," explains Tim Page, Senior Planner at MediaCom. "The ability to run all our tracking with Eyeblaster not only reduced the cost of this activity but also made reporting much quicker and easier. It enabled us to truly understand which placements contributed to the vote count. We also made use of Eyeblaster's Excel Plug-in tool to automatically update client reports."

Results:

Of the votes attributable to search advertising, **30%** were driven by rich media display ads. In addition, where a vote was driven by a combination of search and display, on **95%** of those occasions, this **began with a display event** and ended with a search event.



While the gross volume of in-ad voting smashed expectations, this also revealed that users will regularly interact with a rich media display ad, but will not always click through and register subsequent conversion activity until a later stage. This reinforces the importance of Search in supporting integrated brand activity of this nature" says Page.

"The results were not only impressive in terms of performance, but we could also identify the best performing publishers very quickly and optimise budget accordingly," continued Page. "We have been able to closely monitor activity throughout the duration of the campaign and understand much more clearly how users respond to the different messages and methods offered to them."

