

CASE STUDY

SHEKNOWS® GIVING MOMS A REFRESHER



How Collaborative Real-Time Metrics Win Incremental Spend for Beverage Campaign

INDUSTRY

A product launch is a critical time to drive awareness and brand favorability—even more so when focusing the launch on a specific market. At a minimum, marketers need relevant brand metrics to assess their message's effectiveness at driving impact. Getting these metrics in real-time and directly collaborating with media plan participants around optimization will help maximize ROI and ensure that the product launch is delivering the desired impact – brand lift.

OVERVIEW

Starbucks, the world's premier specialty coffee roaster and retailer, was launching a new all-natural energy drink, Starbucks Refreshers. Starbucks worked with SheKnows.com, a women's media platform and one of the largest online lifestyle networks, to focus the launch on their audience of influential moms. SheKnows put together a hub for Starbucks that consisted of custom content, sponsorships, display ads and high-impact re-skins. To assess the campaign's impact on awareness, Starbucks and SheKnows both wanted real-time metrics that they could both directly access and collaborate around.

COMPANY:

Starbucks, SheKnows.com

CAMPAIGN:

Market new Starbucks Refreshers energy drinks among influential moms

OBJECTIVE:

Awareness

SOLUTION:

Nielsen Online Brand Effect



SheKnows put together a hub of custom content, display ads, sponsorships and high impact re-skins that ultimately helped them win incremental spend.

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INSIGHTS/FINDINGS

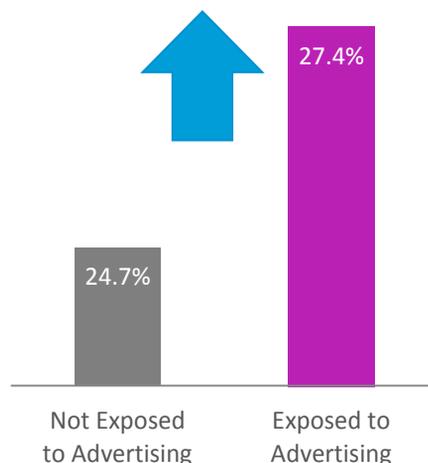
Starbucks and SheKnows both used Nielsen Online Brand Effect to collaboratively measure and optimize brand lift in awareness while the campaign was still running, and maximize ROI.

Specifically, they were able to:

- Log into the same system and directly collaborate around real-time brand lift metrics
- Review creative, site, frequency and lifetime performance in real-time. SheKnows.com also provided Starbucks with deeper performance insights via the collaborative optimization process
- Identify the top performing creative, a reskin unit that drove 7X higher lift than the campaign average
- By directly collaborating, SheKnows.com was identified as among the top third of publishers in the Starbucks media plan, and they proactively shared their creative and site learnings. This led to an incremental budget increase of 12%.
- Drive an overall 11.3% brand lift in awareness amongst those who were exposed to the campaign on SheKnows.com.

Awareness Brand Lift

11.3% Lift



SOLUTION

Nielsen Online Brand Effect is the only industry solution that provides everyone involved with a brand advertising campaign the ability to access a common system to monitor and optimize brand lift in real-time.

Starbucks and SheKnows were able to log into the same user-friendly system and directly collaborate around real-time brand lift metrics on the campaign's effectiveness against the primary marketing objective – awareness. In-depth metrics on key campaign elements driving brand lift – creative, site and frequency– were also highlighted, providing opportunities to improve performance in-flight.

By fostering direct collaboration between advertisers and their partners in the digital media ecosystem, Nielsen Online Brand Effect enables each campaign to maximize brand lift.



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CONCLUSION

Nearly all brand marketers indicate that “having everyone collaborating directly to produce the best possible outcome for the campaign” is important for maximizing ROI related to their online brand advertising initiatives¹.

To ensure this is actually happening, marketers need to invest in collaborative technologies. Getting everyone involved with the campaign to log into the same system and look at the same data is one of the fastest ways to facilitate the collaboration needed to ensure that the campaign performs to its full potential.

KEY TAKEAWAYS:

- Connect everyone involved with a campaign to the same technology platform to enable direct collaboration
- Proactively collaborate with campaign members to identify optimization opportunities
- Insist that all campaign members participate in collaborative systems to maximize campaign ROI

BRAND LIFT AND NIELSEN'S 3R FRAMEWORK

In today's marketplace, there are countless metrics that measure ad effectiveness. But they don't all get to the heart of the matter. That's why Nielsen developed the 3Rs framework to help marketers understand what they really need to know: Who did my ad reach? How did my ad resonate or impact attitudes? Did my ad prompt the desired consumer reaction? Nielsen Online Brand Effect helps marketers measure and optimize brand lift, a “resonance” metric that assesses how advertising has shifted consumer perception – awareness, attitudes, favorability, intent, and preference.

REACH



Who did my ad reach?

RESONANCE



How did it impact attitudes?

REACTION



How did it change behavior?

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1. SOURCE: 2013 Online Advertising Performance Outlook, April 2013, Nielsen.
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