

# Strong across the board – the new targeting dimension

nugg.ad and Zed digital increase brand awareness by 50%  
Brand affinity and buying intentions grow by more than 17%

“Beautifully blond in only 10 minutes” – this promise is made by Claudia Schiffer in the current advertising clip for L'Oréal Excell 10'. With the use of nugg.ad targeting, Zed digital made sure that it was also heard by the right target group. The result: 50% more brand awareness!

The moving image campaign was implemented using the latest technology, thus taking it's place in online history:



Ill. 1: Pre-roll ad for L'Oréal Excell 10'

For the first time, a branding campaign with contact class optimisation was carried out in advertisers' premium segments and its branding effects subsequently analysed.

## CAMPAIGN PROCESS

Moving image advertising material (pre-roll ad) with targeting was delivered as part of the portfolios of the largest premium providers of video content to the target group defined by Zed digital: women between the ages of 20 and 49. The range within the four-week cam-

paign was five million contacts. In addition, by means of contact class optimisation, a combination of frequency boosting and global frequency capping, nugg.ad was able to control the frequency of advertisements per user.

Brand engagement measurement, encompassing many criteria, provided insight into brand aware-



Ill. 2: Questionnaire to measure brand effect

## RESULT

nugg.ad predictive behavioural targeting with contact class optimisation increases brand awareness of L'Oréal Excell 10' by 50% compared with the control group. The best values were achieved with ten and more contacts with the advertising material.

In addition, buying intentions grew by up to 17.1% and brand affinity by up to 17.2%. The best values were achieved with a contact corridor of between four and six contacts.

	CONTROL GROUP	PREDICTIVE BEHAVIORAL TARGETING
TARGET GROUP	FEMALE, 20-49 (+ Users of hair colouring)	
DURATION	4 weeks	
ADVERTISING MATERIAL	PreRollAD	
BRAND AWARENESS	x	x + 50%
BRAND SYMPATHY	x	x + 17,2%
BUYING INTENTION	x	x + 17,1%

ness, brand affinity and buying intentions.

By means of a targeted questionnaire, these values could also be ascertained for users who already use colouring, as well as for those users who did not come into contact with the campaign (control group).

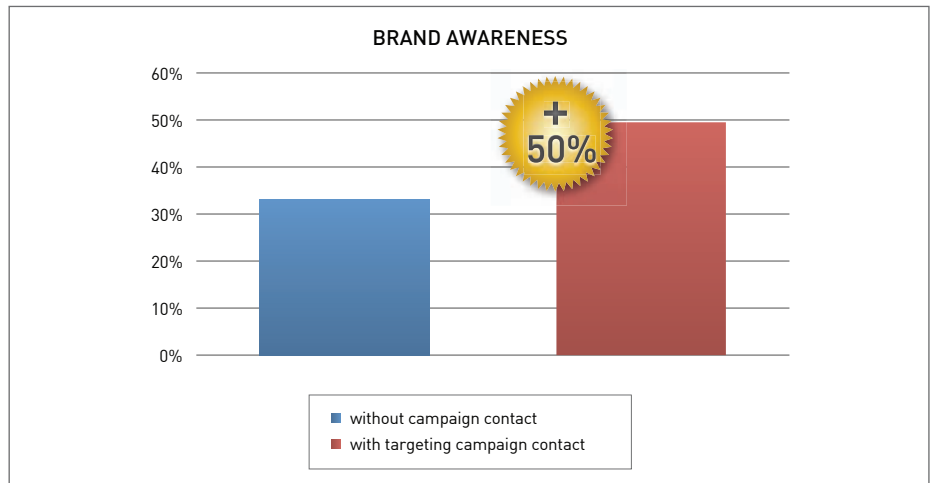
### REPORTING

The nugg.ad brand engagement measurement showed which contact frequency with the advertising material had the best effect on categories such as brand awareness, brand affinity and buying intentions.

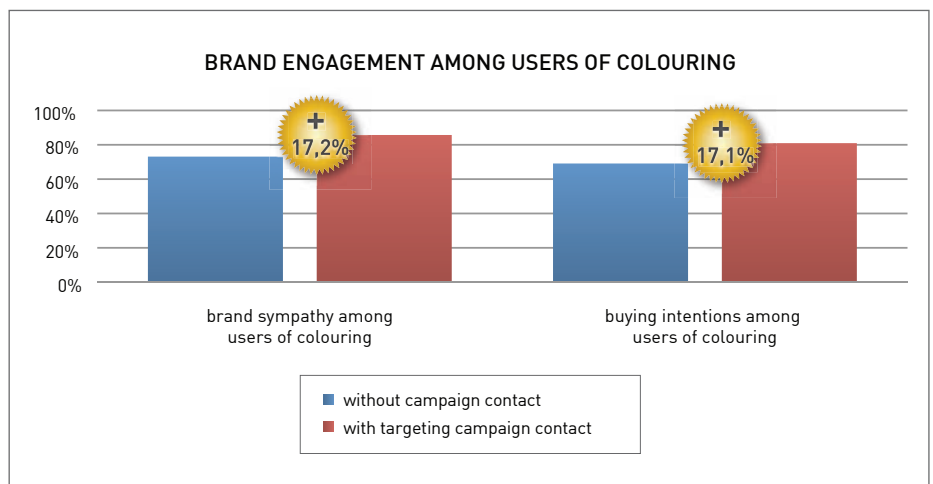
Differentiated feedback could also be collected especially for users who already use hair colouring, thanks to the special questionnaire.

That which was impossible to measure in this form before, sounds really simple here:

**Brand awareness was increased optimally at ten contacts and more. For brand affinity and buying intentions, a contact corridor of between four and six contacts was demonstrated to be the best.**



Ill. 3: Brand engagement – Comparison of the targeting campaign with the control group



Ill. 4: Brand awareness - Comparison of the targeting campaign with the control group

### CUSTOMER FEEDBACK

“With the nugg.ad technology we achieved a much greater reach in the target group than we previously expected. In addition, the contact class optimisation provides us with possibilities that we never had before in conducting an absolutely targeted campaign. Not only will we benefit from the knowledge that we have gained from the campaign, but other advertisers in the market will profit too”, says **Lothar Prison, Managing Director of Zed digital.**

### Contact

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