

Nestle: Haagen-Dazs

Problem

How does an ice cream brand make itself stand out in a highly competitive market?

Solution

Develop an OOH campaign targeting key cities with contextual creative copy to grab viewers' attention.

Background

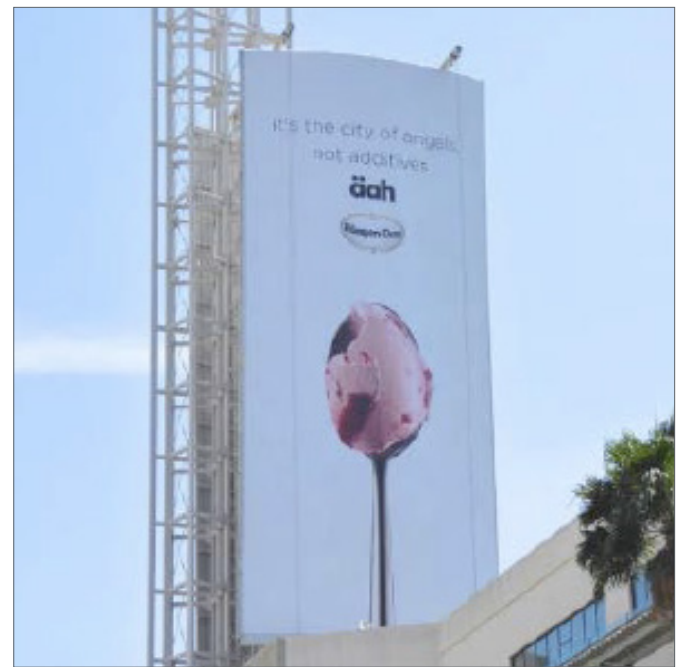
Haagen-Dazs had not executed OOH media in many years and now was looking to generate brand awareness in an increasingly competitive ice cream market, targeting A25-54 in New York, Los Angeles, San Francisco and Miami. The client was looking to make a "splash" in each market and create a "domination feel" across the top 4 markets.

Objective

As a company that had not used OOH media in many years, Haagen-Dazs wanted to understand the true value of OOH. The team introduced its proprietary social listening tool (Social Amplification Score) to capture the earned media value of OOH directly attributed to this Haagen-Dazs OOH campaign, including capturing data from a combination of Spanish and English creative copy for the Hispanic 25-54 target.

Strategy

To satisfy Haagen-Dazs request to understand the value of each OOH placement, the team used Telmar and vendor data to provide the reach, frequency, and impressions. It created great synergies with the local environment for the Haagen-Dazs brand. The creative copy for each placement was 100% contextual and dictated by the location. For example, the Yankee Stadium station domination launched at the start of baseball session and allowed the creative team to use tag lines like "White Chocolate Raspberry Truffle: Our Fantasy Team." Other examples included a unit near the Oracle Arena in San Francisco area (Oakland) where the Golden State Warriors play; the local creative made a reference to star player Steph Curry: "We do 5 ingredients like HE does 3-pointers; flawlessly." The team recommended not only a variety of impactful formats but also included point of purchase formats such as C-store 1-sheets. The campaign targeted downtown areas where the target audience works and plays.



Plan Details

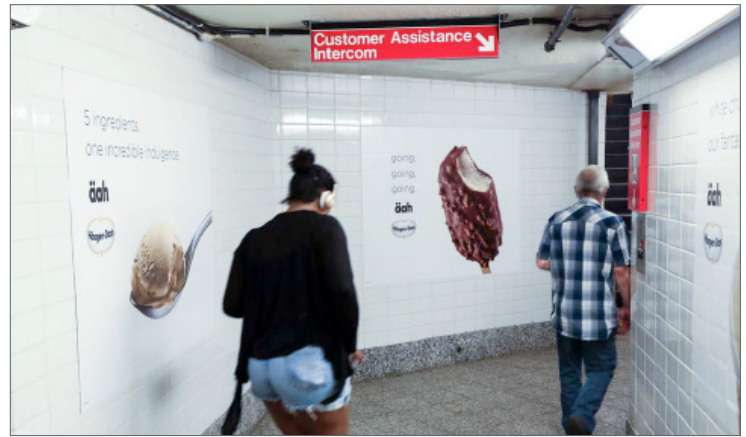
Markets: New York, Los Angeles, San Francisco, Miami

Flight Dates: May 2016 - July 2016

OOH Formats Used: Station Dominations, Street Furniture (Pillars, Transit Shelters, Digital Shelters, Urban Panels), Branded Trains, Taxi Tops, Double Deckers, Bus Super Kings and Ultra Super Kings, Digital and Static Bulletins, Wallscapes, Times Square Digital spectaculars, Posters, Customized Route Upper Decker, Trolley, and C-store 1-sheets

Target Audiences: Primary - A25-54, Secondary - Hispanic A25-54

Budget: OOH had 37% of the overall budget



Results

The OOH campaign delivered on A25-54 target demographic

41% of engagements on Twitter from A25-34

78% of interactions on Facebook from A25-54

Social Listening score:

- Facebook = 10.9MM impressions
- Twitter = 105.5K impressions
- Instagram 10.6MM impressions
- Overall social chatter was trending highest in NY and SF
- \$152,000 cumulative earned media value attributed to OOH

Testimonials

"This a for Haagen Dazs ad for Dulce de Leche keeps popping up... i think its a sign" - @C_L_Ash

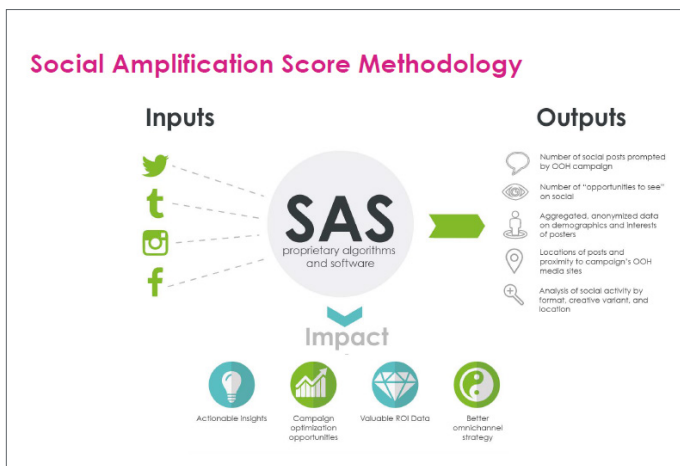
"This Haagen Dazs sign on the subway is really making me want ice cream" - @AKAlady08



Audience Metrics

Target Audience Reach: AVERAGE Reach for Miami = 29% AVERAGE Reach for SF = 17% AVERAGE Reach for LA = 9.2% AVERAGE Reach for NY = 17%

Target Audience Frequency: AVERAGE Frequency for Miami = 5 AVERAGE Frequency for SF = 6.2 AVERAGE Frequency for LA = 6.1 AVERAGE Frequency for NY = 5



\$152,000 Cumulative Earned Media Value Attributable to OOH

55% Budget increase for 2017 OOH media spend due SAS ROI metrics