



CAMPAIGN CASE STUDY





OVERVIEW



GOOD-LOOP HELPED BIRDS EYE REACH AN AUDIENCE OF FOODIE PARENTS

FOOD

BRAND AWARENESS
CAMPAIGN

FEBRUARY 2020

UNITED KINGDOM
& IRELAND



OVERVIEW

17%

UPLIFT AMONGST REGULAR BIRDS EYE PURCHASERS

CAMPAIGN OVERVIEW

Good-Loop helped Birds Eye promote their Steam Fresh range and spread their message to encourage the nation to eat 'in full colour' by targeting all individuals aged 18+ (ABC1) in UK&I including parents of younger children.

GOOD-LOOP STRATEGY

Good-Loop recommended Birds Eye target foodie audiences combined with data derived from our social listening tools in order to reach those interested in Quality Education/Healthy Eating & Wellness/Mental Health.



OPTIMISATION



CAMPAIGN OPTIMISATIONS

Delivery across the campaign was on reputable titles relevant to the target audience such as Good Housekeeping, Hello!, The Guardian and Live Strong ensuring a premium, brand safe viewing environment.

The campaign maintained a consistently strong video completion rate, optimised to desktop browser.



Digital Spy.





CAMPAIGN PERFORMANCE



COMPLETED VIEW
RATE



INDUSTRY
BENCHMARK
(40S VIDEO)



VIDEO VIEWABILITY
(VS. 70% REQUIREMENT)



BRAND STUDY INSIGHTS

2.5x MORE EFFECTIVE



Result: amongst 18-34's, the ad was 2.5x more effective than a standard ad at improving purchase intent

77% OF RESPONDENTS FELT MORE POSITIVE ABOUT THE BRAND



Result: 77% of respondents to the Brand Survey said that the campaign made them feel more positive towards the Birds Eye brand (88% of 18-34 year old respondents.)

83% OF RESPONDENTS FELT POSITIVELY ABOUT THE GOOD-LOOP CAMPAIGN



Result: 83% of respondents described it as 'a great way of raising money for good causes' (91% of 18-34 year old respondents.)



SOCIAL IMPACTS

This campaign raised a fantastic £50,000 for VegPower through user engagement and video completions. The donation will go towards initiatives encouraging children to

include more vegetables in their diets and promote healthy, balanced lifestyles.



DONATIONS UNLOCKED

1,019,347

TOTAL RAISED

£50,000

FIND OUT MORE

SALES@GOOD-LOOP.COM

[@GOODLOOPHQ](#)

WWW.GOOD-LOOP.COM



GOOD-LOOP