









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

FOOD	BRAND AWARENESS CAMPAIGN
FEBRUARY 2020	UNITED KINGDOM & IRELAND

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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.







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

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



viewing environment.





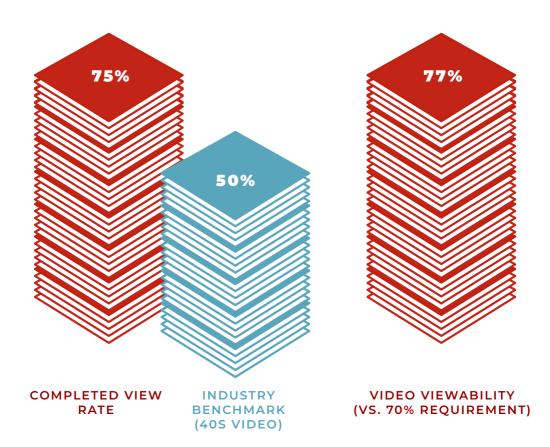








CAMPAIGN PERFORMANCE









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 £50,000

TOTAL RAISED



FIND OUT MORE

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