



CAMPAIGN CASE STUDY





OVERVIEW



GOOD-LOOP HELPED HUGGIES REACH AN AUDIENCE OF PARENTS AND FAMILIES

FAST MOVING
CONSUMER GOODS

BRAND AWARENESS
CAMPAIGN

DECEMBER 2019
JANUARY 2020

UNITED KINGDOM



OVERVIEW

45%

INCREASED PURCHASE INTENT WHILE DECREASING THAT OF COMPETITORS BY 30%

CAMPAIGN OVERVIEW

Raise awareness of the Huggies Wipes products amongst parents and families with children.

2.5m completed views total delivered. 81% of viewers who reached unlock stayed until the end of video.

GOOD-LOOP STRATEGY

Good-Loop activated across programmatic media, targeting parent-focused segments and using real-time brand study results to optimise the campaign towards outcomes. This enabled Good-Loop to deliver ahead of plan in all KPIs, and achieve incredible brand study results.



OPTIMISATION



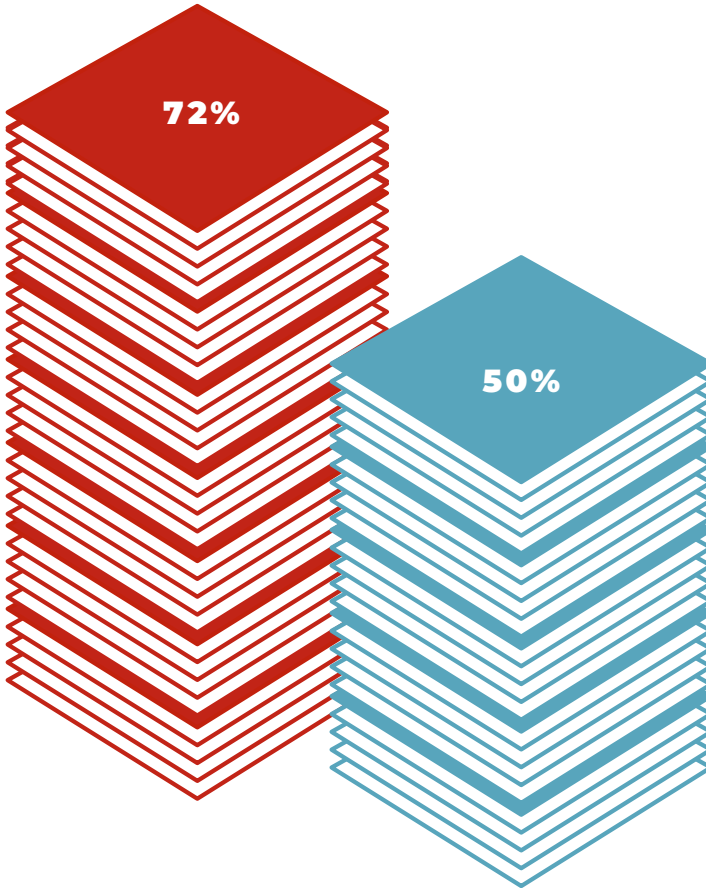
CAMPAIGN OPTIMISATIONS

Performance was particularly strong in entertainment focused titles, which helped boost performance. From our brand study responses, we also observed that viewers on mobile were responding less positively to the

creative - allowing us to switch more delivery to desktop, and maximise the brand impact of the creative.



CAMPAIGN PERFORMANCE



COMPLETED VIEW
RATE

INDUSTRY
BENCHMARK
(40S VIDEO)



BRAND STUDY INSIGHTS



WHICH OF THE BRANDS HAVE YOU HEARD OF?

Result: Huggies Wipes saw a solid increase in brand awareness from 80.5% to 90.6%. We also observed drops in competitor brand awareness of Pampers and J&J as Huggies Wipes became top of mind for consumers.



WHICH OF THESE BRANDS DO YOU MOST ASSOCIATE WITH SUSTAINABILITY?

Result: Huggies Wipes observed an uplift of 10.5% and negatively impacted perception of competing brands by shining a spotlight on the brand's positive work.



HOW LIKELY ARE YOU TO PURCHASE PRODUCTS FROM THE BRAND?

Result: Huggies Wipes observed a significant uplift of 45% increase in purchase intent, while simultaneously leading to increased negative perception of competitors by up to 30%.



SOCIAL IMPACTS

Through the user donations unlocked by users watching the video, the campaign was able to raise funds to cover 3 Make a Wish moments, 246 nights worth of accommodation

at GOSH, and over 150k research test tubes for Tommy's. This money will help the organisations to care for patients and conduct valuable research.



DONATIONS UNLOCKED

32,786

TOTAL RAISED

£20,000

FIND OUT MORE

SALES@GOOD-LOOP.COM

[@GOODLOOPHQ](#)

WWW.GOOD-LOOP.COM



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