

# A "Refreshing" Approach to Video Advertising



## Objective

- **Enhanced Purchase Intent:**

Increase likelihood that consumers would consider purchasing "beverage a" when making their next beverage choice.

- **Boost Brand Awareness:**

Significantly raise the level of unaided and aided brand awareness for "beverage a",

particularly among targeted demographic segments.

- **Improve Brand Perception:**

Elevate consumer perception of the brand in terms of quality, relevance, and appeal.

- **Target Key Demographics:**

Specifically focus on demographic groups identified as crucial for each brand based on prior market

research. For "beverage a", the target was younger consumers aged 18-34, known for their propensity to try new products and influence trends. The focus was on competitive purchasers who were already consuming other brands within the same category but could be persuaded to switch based on positive exposure.

## More awareness, favorability & intent

**Increased Purchase Intent:** There was a significant increase in purchase intent for "beverage a" (+12 pts) among the exposed groups, performing exceptionally well among younger audiences (18-34 years old) and capturing the interest of competitive brand users.

**Increased Brand Awareness:** A rise in unaided brand awareness (+46%).  
**Increased Brand Favorability:** Exposure to the campaign improved brand favorability ratings by 12%, showcasing the power of contextually relevant in-scene placements.

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