

Dynamic Personalization Drives Rich Results For Ritz Crackers

GOAL

Mondelez set out to associate their brand, Ritz, more closely with social occasions throughout the year, aiming for deeper brand awareness and reach. Specifically, they set a goal of using dynamic personalization to get transitional millennials to choose Ritz Crackers for their next social gathering. But there was a big challenge, launching in the already busy Lent season, the Mondelez team, including the specific Ritz LOB, Publicis Spark Foundry and FCB had to work together, in real-time, to learn and adapt to a dynamic approach.

STRATEGY

Working in partnership with Innovid's global account management team, Publicis Spark Foundry, FCB and Mondelez set out to execute an omni-channel dynamic messaging strategy that targeted six audience groups: foodies, sports fans, travel enthusiasts, gamers, entertainment junkies, and music lovers.

In order to tackle the main challenge head on, Innovid's global account management team provided in-market regional support in Mexico, New York and Buenos Aires. The Innovid team also conducted multiple trainings in Spanish for Mexico based Mondelez Media, Mondelez Ritz, Publicis Spark Foundry and FCB Mexico to ensure nothing was lost in translation. Because the personalized approach was so new, Innovid set up daily meetings to facilitate cross departmental communication and coordination, and ensure deadlines were met as expected.



ACTIVATION

Focusing on dynamic display, video and social, the campaign utilized Innovid's robust rendering engine to generate over 350 custom versions targeted to the six different audience groups based on their key interest and the time of the day at their specific location.

For the open web portion of the campaign, Innovid's technology deployed a DV360 publisher macro that defined in real-time which creative to serve to which specific audience based on their interests and time of day. For the Facebook and Instagram portion of the campaigns, the audiences were predefined during the buy.

DATA SIGNALS

- Audience Interest
- Date / Time
- User Location

DYNAMIC ELEMENTS

- Messaging
- CTA
- Video
- Images

PUBLISHERS

- DV360
- Facebook / Instagram

DEVICES

- Desktop
- Mobile
- Connected TV

CHANNELS

- Open Web
- Social

RESULTS

The use of personalized messaging drove performance metrics for Ritz across all KPI categories vs. brand benchmarks, with the highest uplift coming from dynamic video.

+340% higher video click-through rate

+30% higher video completion rate

+108% higher video engagement

KEY LEARNINGS

- Local language support was critical to Ritz's fast execution and led to better collaboration across all teams.
- Feed management works best when using collaboration software, such as Google sheets, which Ritz used to provide text for new dynamic versions in real-time.
- Introductions and onboarding are not a checkbox, trainings and conversations should be continuous between all partners and stakeholders.
- Success criteria for future tests should be planned well in advance and broadly socialized.

FUTURE RECOMMENDATIONS

Deploy macros where applicable to avoid splitting out audience strategy by individual placements or campaigns.

Prioritize mobile web inventory vs. in-app when optimizing towards click-through rate, as mobile web dominated in CTR.

Drive more engagement with millennials by testing out interactive video experiences, which provide additional time with your audience and deeper metrics through time-earned.

Diversify channel investment by spending more in CTV. Although traditional media consumption across LATAM remains high, streaming video on demand, especially with millennials is growing rapidly. In the States, over 60% of households will have Connected TV by 2022, a stat that will likely be accelerated due to Covid-19.