

Mondelez Delivers Emotionally Resonant Experiences for a 29% Lift in Ad Recall

GOAL

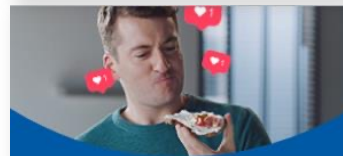
One of Mondelez's premier brands, Philadelphia, wanted to elevate their approach to personalization to drive deeper emotional resonance with their audience. This meant engaging consumers based on their beliefs and behaviors, and connecting with them across all meaningful touchpoints. They had previously identified lunch time as a key moment to target and wanted to surround behaviors like breaking your routine or sharing a picture on social media with empathetic messaging.



Another basic weekend lunch?



Hello lunch inspo.



gets all the likes.



Blandwich?

CHANNELS

- Display
- Video
- Social

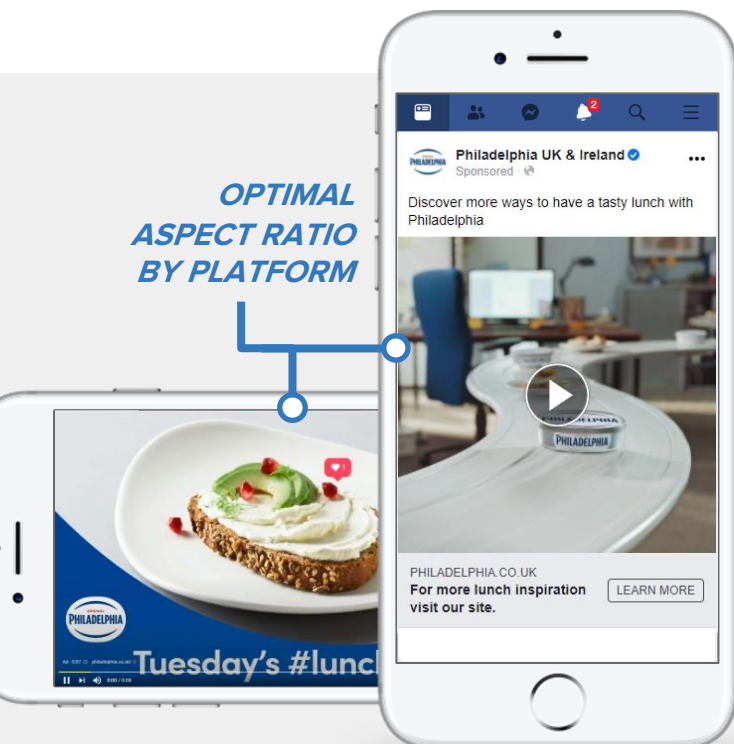
PUBLISHERS

- DV360
- YouTube
- Facebook & Instagram
- Twitter

STRATEGY

To tackle this challenge Mondelez's agency for Philadelphia, Carat, employed Innovid's DCO technology and social integrations to build, upload, and optimize the campaign. Having a centralized feed allowed them to showcase unique messages for audiences across all touchpoints, including walled gardens. For versioning, demographic and date/time were leveraged to change the video and copy shown, with Innovid's rendering engine providing the optimal specs for each platform.

OPTIMAL
ASPECT RATIO
BY PLATFORM



OUTCOME



1.5x

LIFT OVER DISPLAY
BENCHMARK FOR
CLICK-THROUGH RATE



37x5

CREATIVE EXPERIENCES
ACROSS 5 PLATFORMS



38%

VIEW-THROUGH
RATE
ON YOUTUBE

“ When tackling the production challenges that come with a personalized approach, scaling assets and communication can make or break a campaign. **Innovid as a DCO partner was a true collaborator to both our team and Carat, giving us the support, structure, and technology to distribute ads everywhere.** We’re looking to involve Innovid at earlier stages to make sure our strategy has the flexibility needed to capitalize on learnings when they arise. ”

Jonathan Halvorson
Global VP Consumer Experience



RECOMMENDATIONS

Create even more time savings by using [Innovid's Composer Suite](#) to author and map dynamic creative in the tools designers already know.

Set aside time to brief activation teams and media partners on strategy before digging into creative execution. Upfront planning and process will pay off in time savings and messaging flexibility down the line.

Quantity does not always equal quality, don't get lost in the amount of versions DCO technology can accomplish. Iterate and refine based on performance to gain a greater understanding of your audience.