

# DRIVING CPG SUCCESS WITH BRANDED TAKEOVER

## GOAL

How can a CPG personal care brand drive top of mind awareness at shelf against Women 18-34 during a key seasonal period?

## SET UP

We layered audience targeting across The Branded Takeover during the peak seasonal months to maximize relevance during key moments, with always-on adhesion and outstream video solutions to drive sustained awareness through the full flight. We also updated messaging during the seasonal period to align with the target audience's seasonal needs and drive associations with the brand for when they go in-store to purchase.

## MEASUREMENT PARTNERS

**KANTAR MILLWARD BROWN**



## RESULTS

The campaign saw lift across all brand lift metrics as measured by Kantar Millward Brown, with the Branded Takeover contributing to a majority of overall positive lift. The study also revealed that Women 18-34, the target audience, were accurately reached and highly receptive of the campaign.

**10.3PT** **AIDED AWARENESS**  
Lift Against Control

**9PT** **BRAND FAVORABILITY**  
Lift Against Control

**8PT** **INTENT**  
Lift Against Control