



CASE STUDY DETAILS

ADVERTISER	Kellogg's
BRAND	Rice Krispies
MOBILE CHANNEL	Opera Mediaworks
STRATEGIC TARGET	Families with Young Children
TARGETING	Non-NCS Targets

Opera Mediaworks with Rice Krispies recognize a 62% return on mobile advertising.

OBJECTIVES

Re-frame Rice Krispies as an easy option to make for Thanksgiving & Christmas. Drive awareness of treatmaking by reminding parents that Rice Krispies treats are a "no bake" option for the holidays.

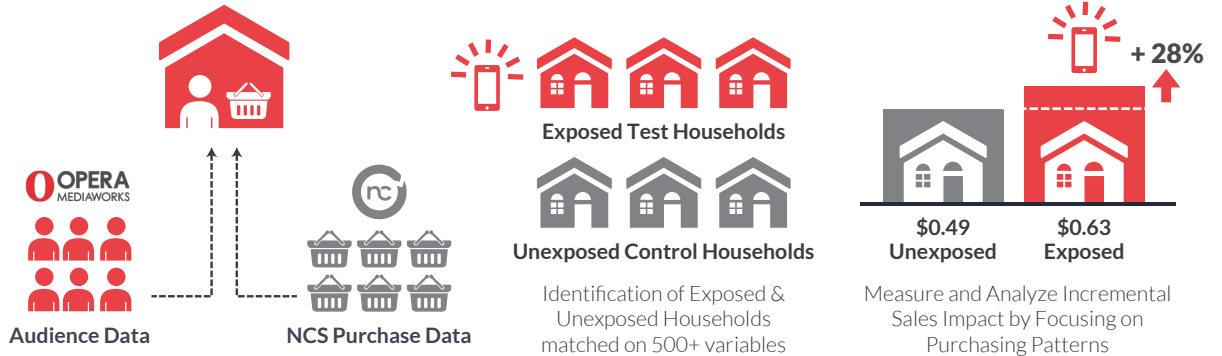
TACTICS

Volume driving media: Sustaining, demo targeted mobile and tablet banners across family friendly publishers. Awareness media: Leading up to Thanksgiving, a popular family organizer app received a redesign, inspired by the Rice Krispies brand identity. The rebranded app experience was accompanied by Rice Krispies placements, featuring "Our ingredients, Your kids, Their imagination" messaging. To drive efficient return on ad spend, Rice Krispies complimented the sponsorship with parent-targeted smartphone and tablet placements across parenting and recipe content publisher partners.

SUMMARY

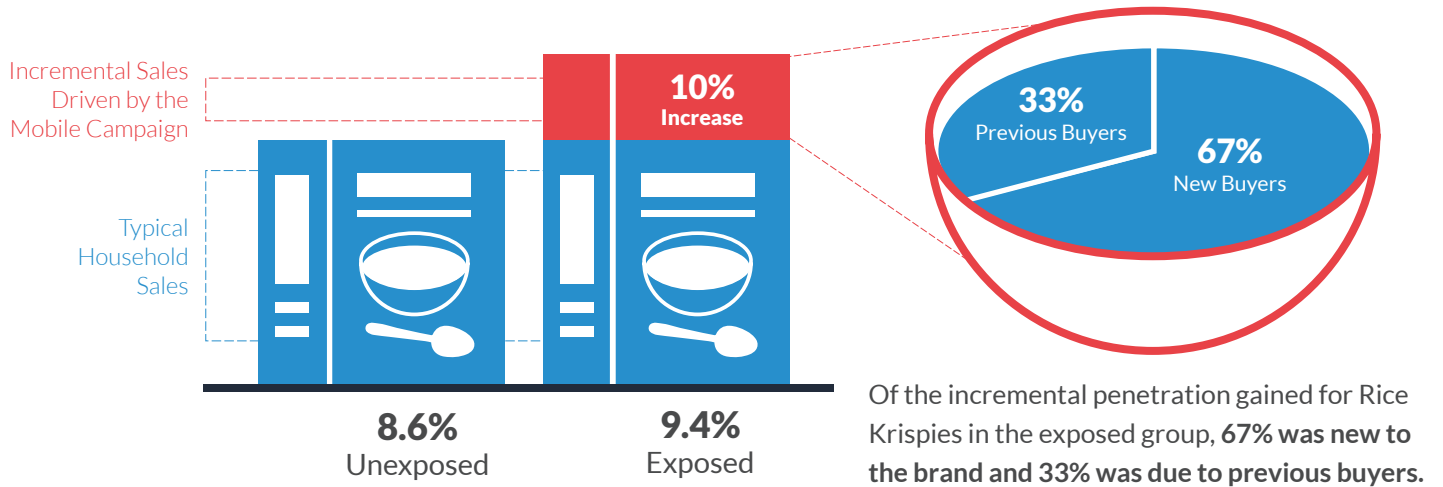
Rice Krispies' aimed to increase offline sales using mobile advertising. Opera executed this campaign reaching 3.5MM households. The eight week campaign resulted in a 28% lift in incremental sales for Rice Krispies with \$1.62 return for every advertising dollar spent on mobile advertising.

METHOD & RESULTS

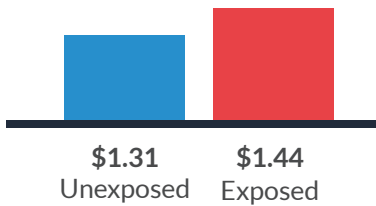




NEW BUYERS DROVE INCREMENTAL SALES

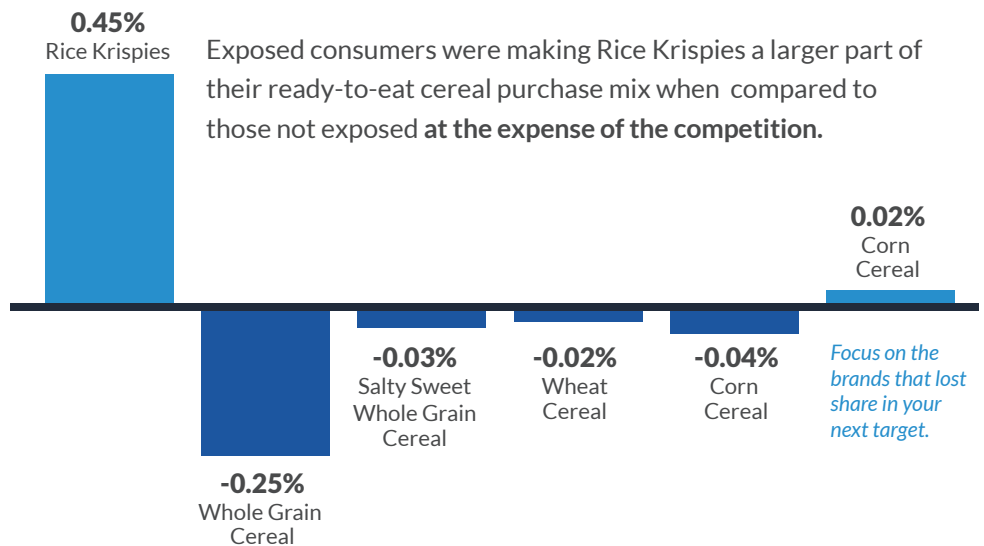


INCREASED STORE TRIPS LEAD TO SALES



The increased number of store trips at 10% was the key driver for the incremental sales for Rice Krispies.

DIFFERENCE IN PERCENT CHANGE WITHIN READY-TO-EAT CEREAL DOLLAR SHARES



RETURN ON ADVERTISING SPEND (ROAS)

For every \$1 spent on advertising Rice Krispies saw a remarkable **\$1.62 of incremental sales** in addition to what the household typically buys.



Email us at Hello@NCSolutions.com to find out how we can measure your mobile campaigns.

Nielsen Catalina SOLUTIONS



OPERA MEDIAWORKS