


CREATIVE BRAND MANAGEMENT

TURN CREATIVE INSIGHT
INTO BRAND IMPACT



dstillery

A close-up, slightly blurred photograph of a person's hands typing on a laptop keyboard. The laptop screen is visible on the left, displaying lines of code in a dark theme. To the right of the keyboard sits a white ceramic mug filled with a light-colored beverage, likely coffee. The scene is set on a dark wooden table. In the background, a window looks out onto a bright, hazy outdoor area, possibly a balcony or a view of a city. The overall lighting is soft and natural, suggesting an indoor setting with large windows.

MEASURE THE IMPACT OF YOUR BRAND MESSAGING
ON IN-STORE SALES FOR ALL OF YOUR CUSTOMER SEGMENTS

USING BOTH HEMISPHERES

Dstillery's Creative Brand Management uses programmatic display advertising to create a sophisticated research environment for marketers, applying data science to measure the impact of different brand messages on the purchase behavior of various consumer audiences.

Using offline purchase data linked to digital IDs, Dstillery provides a new way for brands to determine the impact of creative on sales.

The result is a powerful framework for optimizing campaign delivery and informing creative strategy that can be applied to every facet of brand management.

LEFT

Data
Science



RIGHT

Creative
Optimization

QUANTIFIABLE BENEFITS



Drive measurable lift
in offline sales



Inform future creative
development strategy



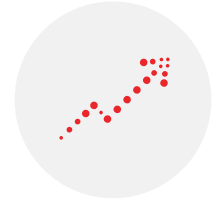
Identify optimal messaging for
unique customer segments



Incorporate learnings into
all aspects of creative and
media strategies



Analyze the impact of diverse
creative messages



Improve consumer experience
with more relevant messaging

BRINGING IT TO LIFE

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Dstillery partnered with Chobani and OMG to measure the impact of creative messaging on in-store sales at a micro-segment level.

CHOBANI
OmnicomMediaGroup



GYM ENTHUSIASTS



GROCERY STORE SHOPPERS

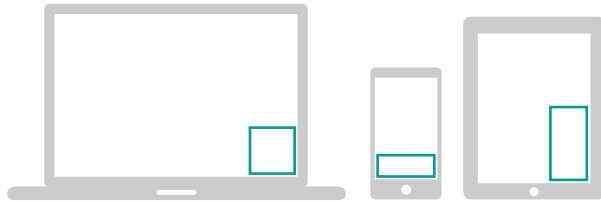
AUDIENCES



RETAIL SHOPPERS



QUICK SERVICE RESTAURANT CUSTOMERS



During a three-month flight run, Dstillery delivered 30 executions of a digital display ad to the browsers of Kantar Shopcom shoppers.

Various audience attributes were then overlaid on those results to determine the impact of the different messages on audiences relevant to Chobani.

An aerial, high-angle photograph of a large, diverse crowd of people walking across a checkered cobblestone plaza. The people are of various ages, ethnicities, and are dressed in a wide range of clothing, including traditional headscarves and modern casual wear. The plaza is composed of large, dark and light grey square tiles. The overall scene is busy and represents a multicultural audience.

DIVERSE AUDIENCE

While the most effective ads overall emphasized the delicious taste of Chobani, the biggest sales impact resulted from pairing the right creative with the right audience.

SALES LIFT AS A RESULT OF DIGITAL ADVERTISING

Creative directed to active grocery shoppers drove a 20% lift in sales. Among existing customers, the best creative drove a 60% lift. The first finding of our test: display advertising drives consumer action.

LIFT IN OVERALL SALES

● EXISTING CUSTOMERS



Note: for existing customers; each cup represents 10%



SALES IMPACT

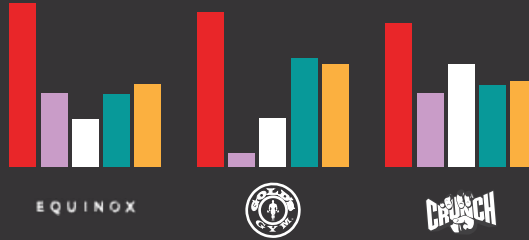
For example, gym enthusiasts responded most positively to a message about self-improvement, with natural ingredients a runner-up.

Quick-serve restaurant visitors responded to a message about the delicious taste, with passion for Greek yogurt a runner-up.

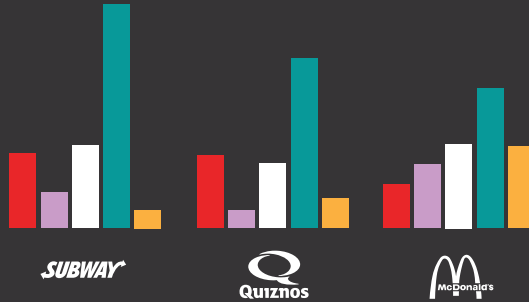
The program not only proved that digital display advertising can impact yogurt sales, but it also helped Chobani understand how to emotionally connect with its consumers.

CREATIVE IMPACT COMPARISON


 GYM ENTHUSIASTS




 QSR CUSTOMERS



- SELF IMPROVEMENT
- SNACK
- PASSION
- DELICIOUS
- NATURAL

Fitness enthusiasts were consistently more responsive to the self-improvement messaging, while QSR customers responded more favorably to creative focused on Chobani's delicious flavor.

PRACTICAL APPLICATIONS

1

Rebranding | Creative refresh



2

New audience message testing



3

Packaging | In-store promotions



4

TV and out-of-home advertising



METHODOLOGY

Dstillery's Creative Brand Management extracts intelligence from our massive store of digital behavioral data, applying data science and machine learning to generate an optimization solution that captures how specific audiences react to brand messages.

In-store purchase data is used to build active shopper and past purchaser audiences.

A control audience was used to test campaign conditions.



GET STARTED



**Creative Brand Management is available
exclusively to Dstillery CPG clients**

TO LEARN MORE



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