

Don Smallgoods

Campaign: Don Smallgoods – Salami

Agency: Mitchell & Partners

Year: 2012

Source: oOh!media

Objective: Reinforce brand awareness and preference for Salami among target audience

Audience: MGBs w/kids 6-17yo

Strategy: Impact shoppers within the retail environment within real retail proximity to influence the purchase funnel

Results:

- Post campaign, 38% of consumers recall seeing the Don advertisement within the retail environment, making targeted retail media the second most recalled channel
- The Don advertisement was successful at positively conveying ‘Don has reduced fat Salami that has 50% less fat’, with nearly 80% of consumers, post campaign
- Post campaign, ShopaLite activity increased consumer purchase intent of Don Salami to 73% (an increase of 24% from pre campaign)

