

Mortein

Campaign: Reckitt Benckiser, Mortein

Agency: Zenith Optimedia

Year: 2012

Source: oOh!media

Objective: Extending the message of an established brand with a strong mascot, driving new product trial and in store sales

Audience: Female MGBs, 25-54yo

Strategy: Grab consumer attention closer to the point of purchase with animated digital panels, encouraging interaction and acting as a reminder to buy

Results:

- 54% recalled the oOhretail! campaign and 91% agreed Mortein provides a solution for all pest control needs (+7% post campaign)
- Claimed usage of the new product increased +21% post campaign and 1 in 3 intended to vote online to kill or save Louie the Fly
- The Mortein product range saw average unit sales increase +67% in stores where advertising was present, this was 31% higher than the increase in stores where no advertising was present

