

SNACK BRAND AWARENESS & INCREMENTAL IN-STORE SALES CAMPAIGN

GOAL: HELP A GLOBAL SNACK BRAND GO FROM NICHE TO KNOWN, BOOSTING AWARENESS AND DRIVING REAL SALES GROWTH.

The Challenge:

Despite strong sales in Asia and limited brand awareness in a handful of U.S. cities, this snack brand was not a household name to most U.S. shoppers. In a highly competitive category dominated by established players, we needed to build awareness, drive engagement, and establish a path to purchase — all without a national media budget.

Adding complexity, the brand appeals to children, which meant developing an ethically sound media plan that targeted parents but avoided media channels geared towards children. Additionally, because this was the brand's first significant U.S. media investment, measurement of the sales and awareness impact were imperative.

The Strategy:

To meet the challenge, we executed a high-frequency, regionally-flighted campaign in three East Coast DMAs, backed by a rigorous attribution and brand measurement framework.

Campaign Highlights:

- **Flighted Regional Approach:** Concentrated budget in key test markets to achieve meaningful frequency and saturation.
- **Omnichannel Planning + Frequency Modeling:** Video-forward strategy across Meta, YouTube, OLV, OTT, and Cable.
- **Custom Attribution Framework:** Partnered with Pathformance to track incremental sales via holdout methodology.
- **Brand Lift Measurement:** Brand lift, affinity, and purchase intent surveys tracked upper and mid-funnel impact.
- **Ethical Audience Curation:** Avoided under-13 targeting; focused on reaching parents through curated placements.

Regions



Baltimore



Philadelphia



Washington, DC

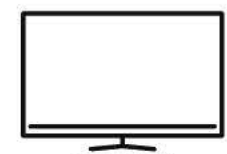
Channels

Meta

YouTube



OLV



OTT/CABLE

Measurement Tools



Pathformance



Google Brand Lift

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The Results:

This campaign exceeded all benchmarks, delivering measurable retail impact across every test market. Using a test/control methodology, Pathformance validated a significant sales lift directly attributable to media exposure.

Sales Performance:

+13.3%

overall sales lift in
test regions vs. control

4.75x

CPG snack
sales lift benchmark

\$189,332

total campaign sales
in test markets

All test regions experienced a sales lift — confirming the campaign's real-world retail impact.

Hero Product Spotlight:



The hero product - a 7 oz bag -
delivered **58%** of all incremental sales

Regional Impact:



+17.8%

Washington, DC/Hagerstown



+12.6%

Baltimore



+9.6%

Philadelphia

Media Delivery:

86.2M

impressions delivered

CPMs were lowered

55–82%

from original forecasts through a
combination of optimizations, tactic testing,
and negotiated programmatic deals

98%+

video completion rates
on YouTube & OTT

Brand Awareness Lift:



+5.81%

absolute lift in awareness — nearly
2.5x the benchmark



\$0.43

cost per lifted user
(**20% lower** than \$0.54 benchmark)



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The Conclusion

This campaign didn't just perform well, it proved there's a smart, responsible way to grow a snack brand in the U.S.

By developing a strategy tailored to real-world constraints (regional markets, limited budget, and brand safety concerns), we delivered results typically associated with national efforts. We exceeded impression and CPM goals, lifted brand awareness by nearly 6 percentage points, and most importantly, drove measurable incremental sales in retail.

- Every test market saw growth, with Washington, D.C. leading the way at nearly +18% incremental sales lift.
- This campaign showed that with the right measurement in place, even a new brand in the U.S. can make a big splash and set the stage for growth.

