

ESCAPING WITH THE POWER OF NATURE

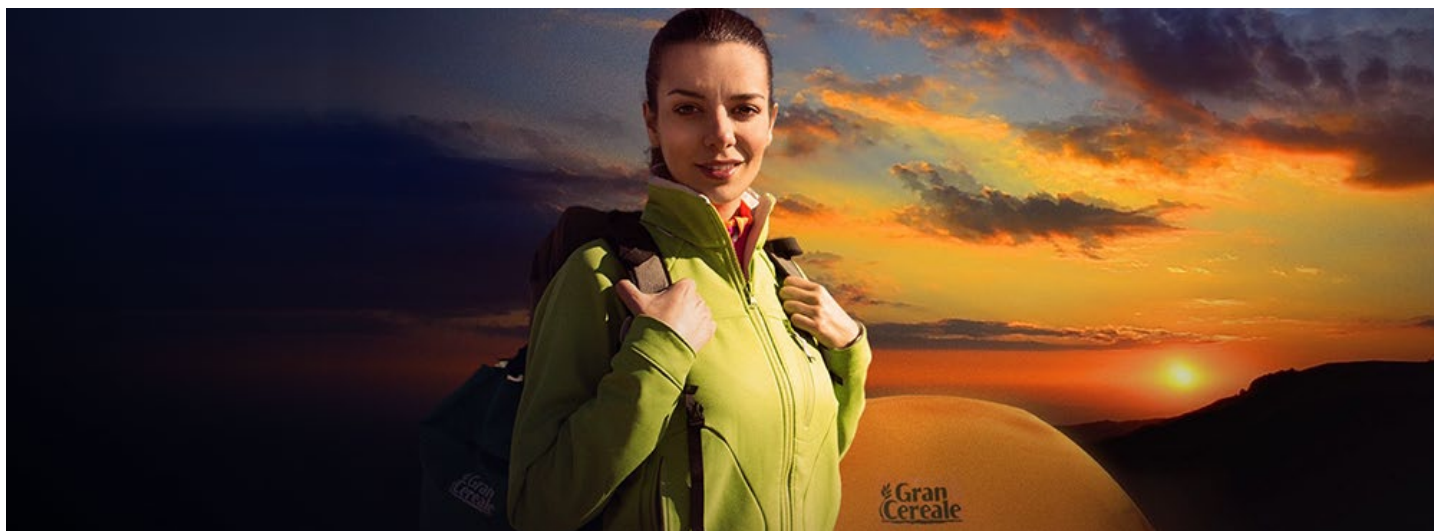
MARKETING OBJECTIVE

Gran Cereale was launched in Greece in Q4 2010. The brand consists of a variety of products such as biscuits, cereals bars, rice cakes. The campaign's main objectives were to reach their target audience (women 25-44 that live a healthy life style), raise awareness for the whole range of products and their nutritional value and drive users to the POS.

SOLUTION

We created a one-month native campaign, following Nikoleta Ralli (a well-known TV persona) while she decided to escape the city life and live a 5 days adventure in the Greek countryside. Nikoleta recorded this amazing experience in her personal diary with blog posts, 60 mins videos and Instagram feed. In each video and diary post we had Gran Cereale product placement consumed in different occasions. The diary was presented as mini site in the Gran Cereale official site.

The campaign was amplified with engaging rich media formats in MSN.gr, Skype, Outlook and other websites from ThinkDigital Greece network of properties.



RESULTS

MINISITE DATA:

29K
Unique Users

49K
Page Views

23K
Video Views

27%
Completion Rate

* targeted contextually and demographically

CAMPAIGN RESULTS:

2.4M
Reach

6.3M
Impressions

0.52
CTR

Campaign Duration: Jan. 25th - Feb 29th

THE QUOTE

“ It was a great pleasure for us to implement and work on the Gran Escape by GranCereale, since it is dynamically based on best branded content advertising initiatives that Thinkdigital successfully serve. Online users were exposed to creative content designed and implemented by ThinkDigital that highlights the values of GranCereale brand and achieves the client's KPIs. ”