

## CREATING A **LASTING** IMPRESSION IN A **SHORT** TIME

A leading food council sought to drive Earned Amplification in a tight turnaround - and ended up asking for more.

### GOAL

Drive Awareness  
[Earned Amplification]

### RESULTS

After just fifteen days and a measurement assessment by Millward Brown, the engagement results indicated significant, positive shifts in understanding and an increase in positive perception, including a ***13% lift in purchase intent.***

This led to a Q4 renewal at 5x the original budget, an additional incremental campaign, and the overseeing agency went on to collaborate with Bidtellect on six other brands in 2H of 2018.

### OVERVIEW

A leading food council sought to gain positive awareness and perception in a tight turnaround using Bidtellect's Self Serve model. After just fifteen days and measurement results from data consultant, Millward Brown, the company saw such favorable results that they requested a significant campaign renewal increase at 5x the original budget and their agency went on to collaborate with Bidtellect on six other brands.

### SOLUTIONS & TACTICS:

The council had the primary objective to drive Awareness, mainly Earned Amplification and to increase favorable perceptions of dairy and associated brands through education and valuable content impressions. KPIs were set to Impressions and Views, which Bidtellect optimized towards.

