

VideoAmp Boosts Unaided Brand Awareness by 18.4% and Brand Favorability by 74%



Peet's Coffee & Tea



BRIEF

Peet's Coffee® reaches coffee drinkers nationwide with their relentless pursuit of providing quality coffee. However, the specialty coffee industry has become highly competitive, driving the need for Peet's to increase:

- Unaided awareness with new audiences and to launch new products
- Brand favorability against competing specialty coffee brands
- In-store sales

Peet's well-known presence among the coffee community made precise audience targeting and delivery across all screens with video creative a requirement to reach new audiences. Variables such as time of day and geography were also critical to success. Swirl, a full service advertising agency, and Peet's AOR turned to VideoAmp.

VIDEOAMP SOLUTION

With VideoAmp, marketers can plan, buy, and measure precise audiences across Linear, VOD, OTT, Desktop, and Mobile content, leveraging a proprietary cross-screen user graph of 170M users and 1B devices. This data, coupled with our self serve platform, enable brands to truly operate in a total video environment.

VideoAmp's technology-driven solution enabled Peet's Coffee® to:

- Reach de-duplicated audiences across screens, increasing reach into new audience segments
- Sequentially deliver ads across desktops, mobile, and tablet to achieve greater creative impact
- Track ad exposure across screens to measure in-store sales lift and measure brand lift metrics

VideoAmp combined coffee drinker and geo location-based segments to identify matches within our user graph. This served as a baseline for the media plan resulting in a seamless execution across digital and mobile screens. Proper frequency levels and sequenced creative were used to drive awareness and in-store traffic. This approach delivered superior results for Peet's Coffee and exceeded all expectations.

CAMPAIGN RESULTS



74.2% Lift in Brand Favorability



18.4% Increase in Unaided Awareness