

SUCCESS STORIES

Kraft Heinz amplifies health protection awareness with Amobee & Spotify data partnership

Pedasurensi Campaign raises the bar on audio completion rate and brand safety



2.9M

users were reached across the campaign at a healthy effective frequency of 1.4x

APPROXIMATELY

100%

completion rate was achieved by engaging the target audiences in a captive, mobile-first environment

31%

lower CPM was achieved while driving optimal results

100%

licensed and professional content presented in a brand-safe quality environment

GOALS

- Educate Indonesians on the benefits of health protection from AXA.
- Ensure cost efficiency while driving measurable results.
- Target the correct audiences, and create strong brand recall when the jingle is heard.

SOLUTIONS

- Partnered with Spotify, one of the key players in the audio landscape, to deliver relevant experiences with measurable results.
- Identified Pop Music playlist that was highly associated to the target age group to feature their unique jingle.
- Layered on demographic targeting of listeners aged 25-44 years old.

RESULTS

With Amobee's quality partnerships in place, Spotify, the talk of music town, was established as a key PMP partner for this campaign. Amobee and Spotify achieved a high performance campaign, reaching engaged listeners aged 25 to 44 years old via Pop Music playlists with a memorable Heinz jingle that was well received and achieved a nearly 100% completion rate.

The strategy of engaging audiences in a captive, mobile-first environment ensured unprecedented viewability and audibility for Heinz. Over the course of 6 weeks, the campaign reached a total of 2.9M users maintained at a healthy effective frequency of 1.4x.

Keeping in mind the need to drive results while keeping costs down, Amobee also drove cost efficiency by successfully controlling Cost per Impression at IDR 48k, which was 31% lower than projected. The brand-safe quality environment presented by Spotify also allowed Heinz to combat surging ad fraud rates by allowing the Heinz jingle to be served across 100% professional, licensed content.