

# Dannon Activia Select iAds

## Campaign Summary

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To highlight the release of its new line of yogurt, Activia created an interactive mobile iAd campaign with a Parisian theme. The banner ad units contained product information, sharable features, and coupons. The ads saw engagement and drove purchase consideration in new consumers.

## Strategy and Execution

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Activia spent years positioning itself as the digestive health solution yogurt. The branding worked so well that it became synonymous with digestion. Consumption among its core users remained high, but aggressive growth goals forced the company to look for additional growth outlets. Activia wanted to introduce new eating “occasions” (snack and dessert) to current consumers and introduce non-Activia consumers to the brand by focusing on taste.

The new release of several different flavors presented a perfect opportunity for the company to ramp up its messaging. The new line consisted of French, Greek, and parfait style yogurts. Explaining the product benefits and attributes were key to generating interest.

Activia created the Activia Selects mobile ad to provide entertainment value, deliver product information, and drive consumers to stores. The interactive ads included flavor information, social sharing features, a product locator, and coupons.

Once tapped, the Activia banner ads changed the page into a swirling cup of yogurt and took the consumer to a landing page where they peeled a sticker on the bottom right-hand corner to reveal another page that showed all of the products.

The page then showed a scene of the Eiffel Tower in Paris with the Activia yogurts spread out on a picnic blanket. The ads featured six different flavors of yogurt and consumers clicked on each type to learn more. Each flavor of yogurt had its own landing page. Users signed up for mobile coupons and found the closest location to buy Activia products. To play off the Paris theme, the app also prompted users to send Paris-themed postcards to friends and family via email.

In addition to learning about the yogurts, consumers tilted and swiped their mobile devices to explore the area around the Eiffel Tower. Throughout the landing page, consumers tapped on people and places in the scene to learn about French history. For example, consumers tapped on a painter to read a quick fact about Leonardo Da Vinci.

## Results

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The unique iAd experience helped the company achieve its goals and drove significant brand engagement. Most importantly, the ads drove consideration, especially among new customers. Purchase intent was three times higher among consumers who had never eaten Activia versus those who had in the past six months.

The ads were also successful in changing brand perception. Exposure to the campaign increased brand perception that Activia “Tastes Good” by 64 percent and “Offers a Variety of Flavors” by 35 percent.

Engagement metrics with the ads were also strong. The banner click-through rate was 0.71 percent, 42 percent higher than the iAd average. Users spent over one minute engaging with the ad. On average, users visited over 11 pages per session.

## Source

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“Dannon Activia Select iAds.” 2012 MMA Smarties Submission Product/Services Launch; Video/Rich Media. Brand: Dannon. Lead Agency: Mobext-Havas Digital.