
MMA CASE STUDY

Nestlé Drumstick Weather

Campaign Summary

Nestlé Drumstick wanted to increase repeat purchase of its ice cream cones as part of its ongoing “Raise a Cone to Summer” campaign. The brand had been experiencing declines in repeat purchases, while also dealing with a 60 percent budget cut and a six percent price increase. To combat this, Nestlé Drumstick, in partnership with the Smith Brothers Agency, created a weather-triggered mobile ad to target smartphone users in high temperature areas.

Strategy and Execution

Nestlé Drumstick’s target audience for this campaign was:

- Adults ages 25 to 54 (with a focus on ages 25 to 40)
- Households with incomes between \$50,000 and \$70,000
- Hispanic families
- Social media and smartphone users
- Skewed female

The mobile ads, which were available on the iPhone and Android, worked by using geo-targeting to serve ads to users in high-temperature areas. These users would see an ad that appeared to melt all the apps on their screen and that then prompted them to swipe to “cool down.” Upon swiping, the user was taken to a page featuring an interactive, 360-degree ice cream cone that users could explore to see the Drumstick’s product features. The ads also included a store locator so that users could buy the product.

The mobile ads were part of the “Raise a Cone to Summer” campaign, which is in its second year. However, this is the campaign’s first year incorporating mobile. Mobile was added to the media mix in order to reach consumers via different channels and incorporate contextual weather targeting into the campaign, thereby increasing its relevancy. The budget for the campaign in 2012 was \$2,845,000, with 55 percent of that being allocated to digital. Mobile represented about 10 percent of the digital budget. However, in 2013 the budget was reconfigured to focus entirely on digital, increasing the mobile spend by 500 percent.

Results

The melting screen ad had a 1.74 percent click-through rate and a 2.04 percent engagement rate. Nestlé Drumstick saw a 31 percent increase in repeat purchase thanks to this campaign.

Source

“Nestlé Drumstick Weather — Triggered Mobile Ad.” 2013 MMA Smarties Award Finalist, NA, Video/Rich Media. Brand: Nestle Drumstick. Lead Agency: Smith Brothers Agency.