



foodz

Brand awareness campaign
For new packaging



Campaign Overview



- Client: Foodz
- Geo: Brazil
- Target: Engage Male 25+ audience
- Category: Food & Drink
- Creative: New packaging launch
- Goal: Increase traffic to online store



Awareness campaign driving search



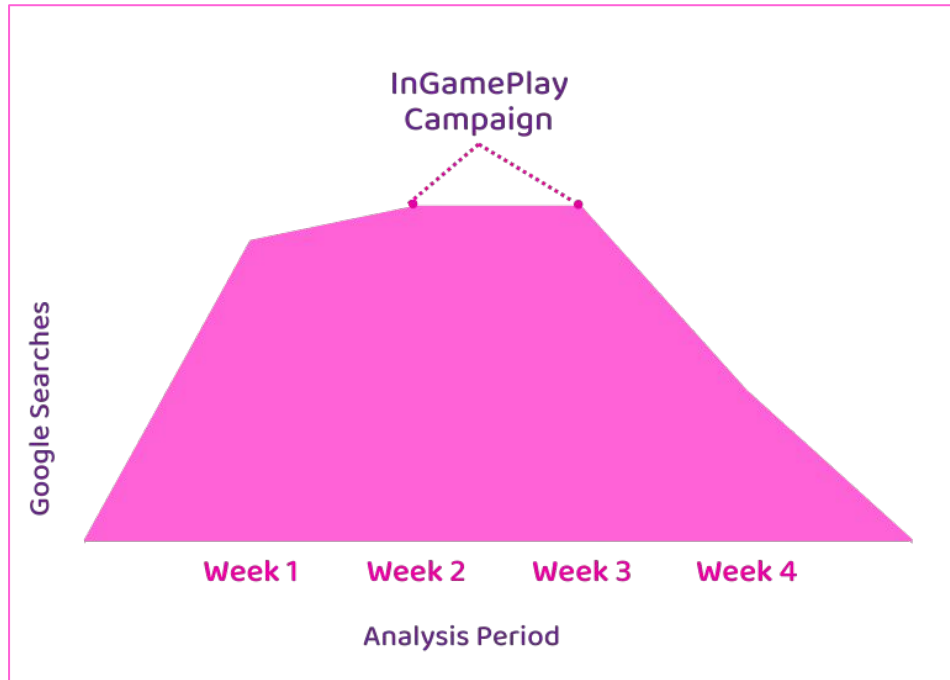
Foodz ran an in-game advertising campaign for two weeks with two creatives. No other paid media was live during the campaign period to enable the advertiser to track and test the impact of the awareness campaign.

The InGamePlay campaign drove consideration & intent with an increase in Google searches for the brand of 11.5%

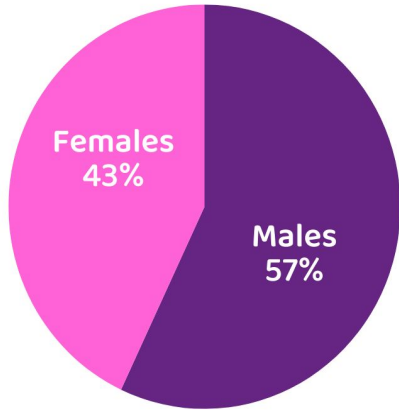
Foodz



Google Searches
up by
11.5%



Player Insights



Viewed Impressions



Case Study: Foodz



As a mobile first market Brazil is an early adopter of digital advertising trends. This campaign demonstrates innovative media planning by the team at Foodz who wanted to raise awareness of their product packaging.

Consumer packaged goods are an excellent fit for immersive in-game experiences. The campaign outcomes demonstrate how InGamePlay brand ads can support performance marketing by driving consideration & intent measured by the increase in Google searches during the campaign period.



"We're always innovating how to reach new audiences. As this campaign was about new packaging immersive in-game ads made more sense than our typical health benefits campaigns on social media & search. The fact that the InGamePlay ads also drove search is really positive and will inform our media planning going forward.

Morgan Dierstein
CEO & Founder of Foodz

AdInMo

InGamePlay Brand Ads



Sales@AdInMo.com

AdInMo.com

