



Case Study: Unilever

Langnese Running Freezer – Q2 2023 - DE

See it
your-
self



Goals:

Footfall and awareness within Langnese POI in rural and urban areas Germany.

Campaign solution:

Real time proximity targeting and historical targeting around Langnese hot spots shall lead users between 18 and 35 y.o. to POIs to buy Langnese Ice cream when good weather.

Audience solution:

- 200m proximity in urban and 2km rural areas with +/- 20K inhabitants
- Only mobile for higher conversion in catchment zones
- Exposed only when good weather
- 4 different for different products, created by Blis with interactive map ([Creative Link](#))



Measurement:

- 61% positive Brand response with 3 out of 5 saying "this is a brand for me"
- Families/ parents and 35+ reached over 90% Brand Uplift
- Overall Awareness of the brand was maintained at 92%.
- 53.17% Footfall Uplift

**View-
ability**
(Doubleverify)

86%

SVR

0.82%

**Brand
Action
intent**

72%

*Benchmarks: Positive response 69.1%, Viewability 63.5%, CTR 0.2%, Action Intent: 61.9%, SVR 0.1%, Footfall Uplift 15%,

