Dynamic Personalization Sparkles During Ramadan For TANG

GOAL

Mondelez set out to drive awareness and sales for their brand, TANG, over Ramadan. Specifically, they set a goal of using dynamic creative to personalize based on audience interests, utilizing recipe based creatives and a countdown to Iftar at sunset each day during Ramadan. The big challenge was how to best streamline the execution - the campaign needed to launch in three countries, which meant different languages and time zones, all with a sunset time that moved a few minutes every day. This meant that the Innovid, Mondelez, Publicis Spark Foundry, and Ogilvy teams needed to closely collaborate to carefully plan the campaign's dynamic approach.

STRATEGY

Working together, the teams set out to execute an omni-channel dynamic messaging strategy that targeted five recipes to five different affinities: 30-minute chefs, pop culture obsessed, fashionistas, family-focused individuals, as well as a general message for those who fell outside of the core groups. The main challenge was creative. There were also several versions that required a special dynamic template, allowing for both left and center-aligned text elements, as well as special characters not included in the provided brand font. Because the personalized approach was so new to the Spark, Ogilvy, and Mondelez teams, Innovid set up weekly meetings and daily communication to facilitate cross-departmental communication and coordination to ensure campaigns successful launch during Ramadan.
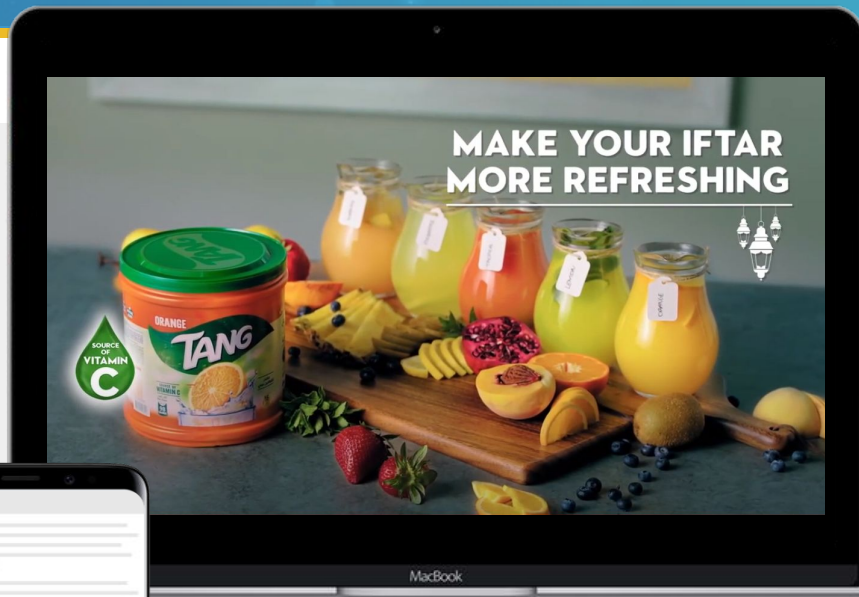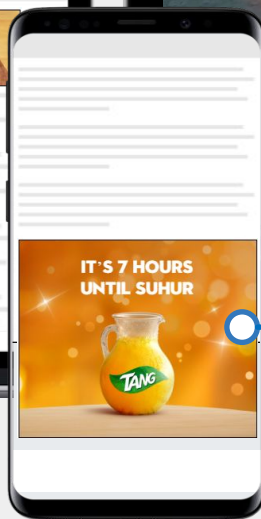
ACTIVATION

Focusing on dynamic display and video, the TANG campaign utilized Innovid's robust rendering engine to generate over 407 custom versions targeted to the five different audience groups based on their country, language, affinity, and time of day.

For the programmatic portion of the campaign, Innovid deployed a DV360 publisher macro that defined in real-time which creative to serve to which specific audience based on their affinity, and used Innovid's technology to show a countdown message to sunset. The total number of versions? 207, including 75-countdown to Iftar and 132-Recipe/Affinity messages.

For the YouTube portion of the campaign, 200 custom versions were created to target five different affinity groups with 5 different recipes, in 2 languages, and in 3 different countries. Post-Ramadan versions without Eid Mubarak candles were also created and ran for the remainder of the campaign.

DATA SIGNALS

- Audience Interest
- Date / Time
- User Location

MAKE YOUR IFTAR MORE REFRESHING

TRY A SIMPLE AND TASTY CAKE RECIPE THIS RAMADAN

IT'S 7 HOURS UNTIL SUHUR

DYNAMIC ELEMENTS

- Messaging
- Language
- Video
- Images
- CTA

PUBLISHERS

- DV360
- YouTube

DEVICES

- Desktop
- Mobile

CHANNELS

- YouTube
- Programmatic

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RESULTS

The use of personalized omni-channel dynamic messaging drove significant performance metrics for TANG across all KPI categories vs. brand benchmarks

DV360 Dynamic Display:

Viewability
- Goal 50%
- *Campaign Performance 72.1%*

Media CPM:
- Goal $5
- *Campaign Performance $2.24*

CTR
- Goal 0.2%
- *Campaign Performance 0.42%*

YouTube Dynamic Video:

VTR
- Goal: 20%
- *Campaign Performance 22%*

CPM
- Goal: $6
- *Campaign Performance $5*

KEY LEARNINGS

Deploy Training. Introductions and onboarding are not a checkbox, trainings and conversations should be continuous between all partners and stakeholders.

Creative Connection: The creative agency should engage with Innovid from the conception of the creative strategy to ensure DCO considerations are included in the design.

Plan Ahead for Revisions:. Include more time for revisions and trafficking in Project Plan. Creative assets should ideally arrive two weeks prior to campaign launch.

Create Flexible Templates: Create a flexible but consistent framework across versions to save time in production and cut down on the number of revisions

Be Proactive: Share tracking and set up as early as possible so agency partners have enough time to traffic in Campaign Manager and DV360.

FUTURE RECOMMENDATIONS

Remove complex recipes (i.e. Chicken) until Tang has more of an association as an ingredient for those recipes.

Include dynamic copy to make creatives more targeted to specific audiences.

Choose creative assets can be used year-round and adapted to specific moments, rather than focussed specifically on a particular event.

Think global. Try to think about how the assets could be adapted to be used in different countries/ regions.