

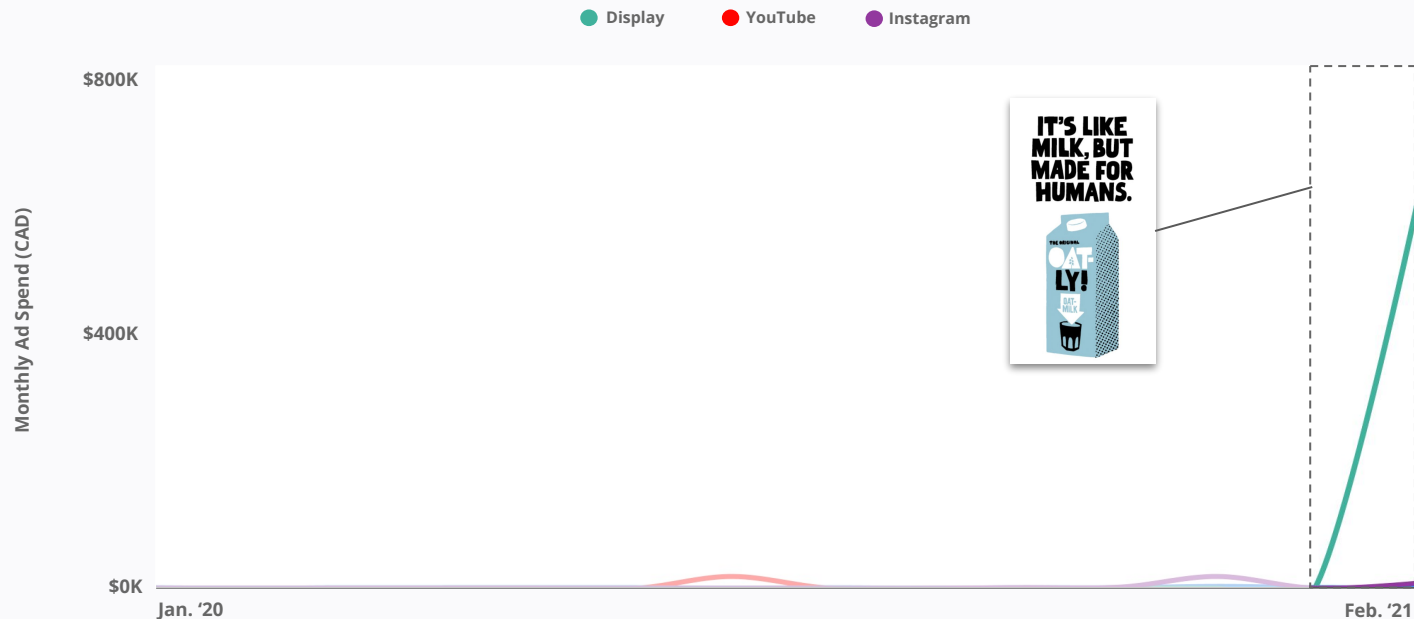
THE ORIGINAL



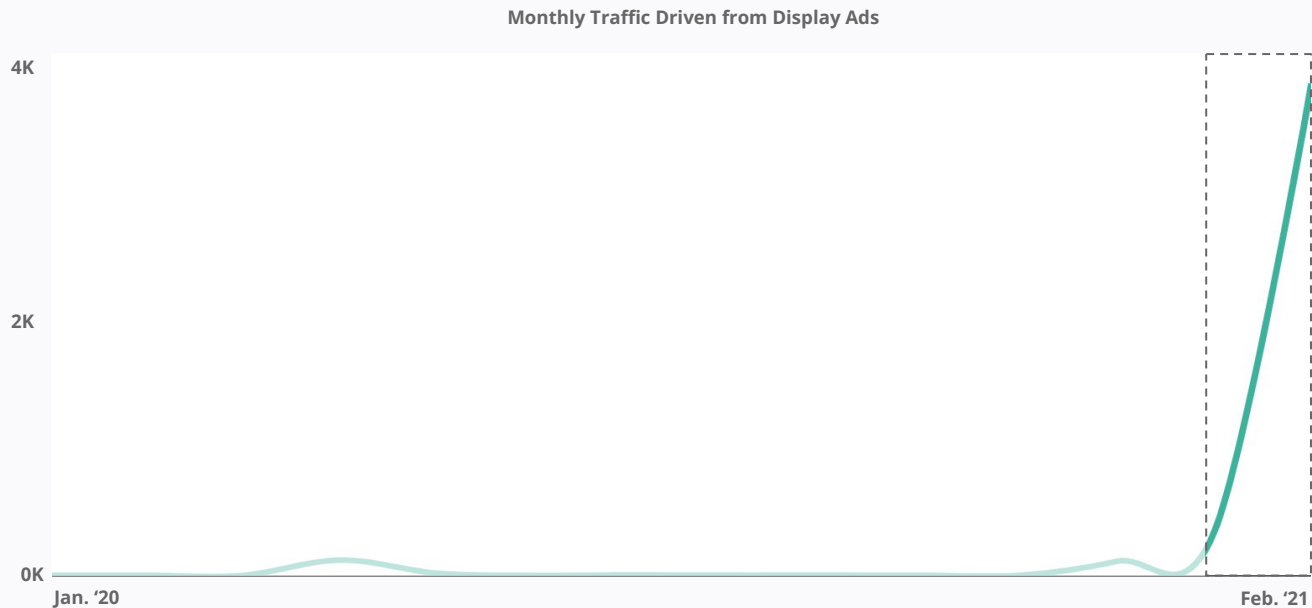
How To Create Engaging
Banner Ads

Food & Beverage

In February of 2021, Oatly launched a display ads campaign called “It’s Like Milk, But Made for Humans,” with a total advertising budget of \$630K.



With the launch of the new display ads campaign in February, site traffic from display ads increased by **+13,965%** from 27 to 3,861 visits MoM.





The “It’s Like Milk, But Made for Humans” display ads campaign generated 95M impressions in total with an average CPM of \$5.29.

Each display ad was dynamic and spoke directly to the viewer to increase engagement and click-through rates.

Tactic: **Pose a Question**



Oatly asked a question to the audience (You're still here?) which grabs the attention of the consumers.

Tactic: **Thank the Audience**



Oatly spoke directly to the audience and thanked them for engaging with their ads.

Oatly runs multiple display ads on the same website which interact with each other through the use of arrows.

Tactic: Multiple Display Ads Running On The Same Website



Oatly added in humorous copy that can interact with both Oatly ads as well as ads from other brands on the same webpage (e.g., "What the banner above said").



**HOPE YOU'RE READY
FOR A BUNCH OF OATMILK ADS.**

The packaging of the product was highlighted in the display ad. The goal was to increase brand recognition when consumers are shopping at the grocery store.

Tactic: Highlight The Product Packaging



Oatly created an animated version of their oat milk carton, which is in line with their branding guidelines found on Instagram as well as their [official website](#).

Using the same design on all digital touchpoints helps increase brand recognition.

Oatly created ads that were specifically designed to run on mobile devices.

Tactic: Mobile-Specific Creative



WE'RE INSIDE YOUR PHONE NOW.

Adding humour to an ad and making it clear that it is a mobile specific creative.

**WE'RE DOING THE BEST WE CAN
WITH THE SPACE WE HAVE.**



Clever way to make an impact with smaller ad space on mobile devices.



**IS THIS A LONG
ARTICLE OR WHAT?**

This mobile creative ran only on news sites (i.e: dallasnews.com).



**GO AHEAD AND IGNORE
THIS OATMILK AD.**

This display ad pokes fun at how most people ignore ads on their phones.

There were 6 unique landing pages for the “It’s Like Milk, But Made for Humans” display campaign:

Dance Tutorial



[Click to View.](#)

Wow No Cow Radio



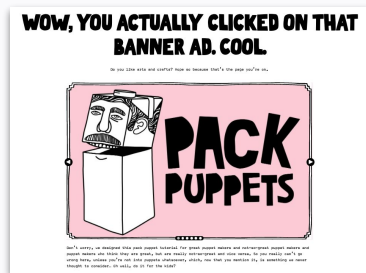
[Click to View.](#)

Jingles



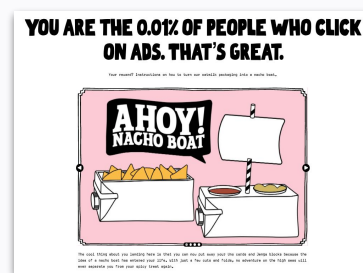
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Pack Puppets



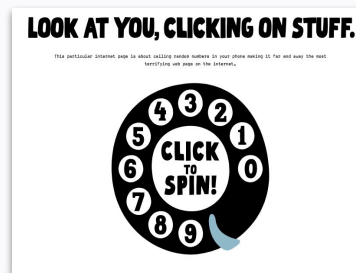
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Nacho Boat



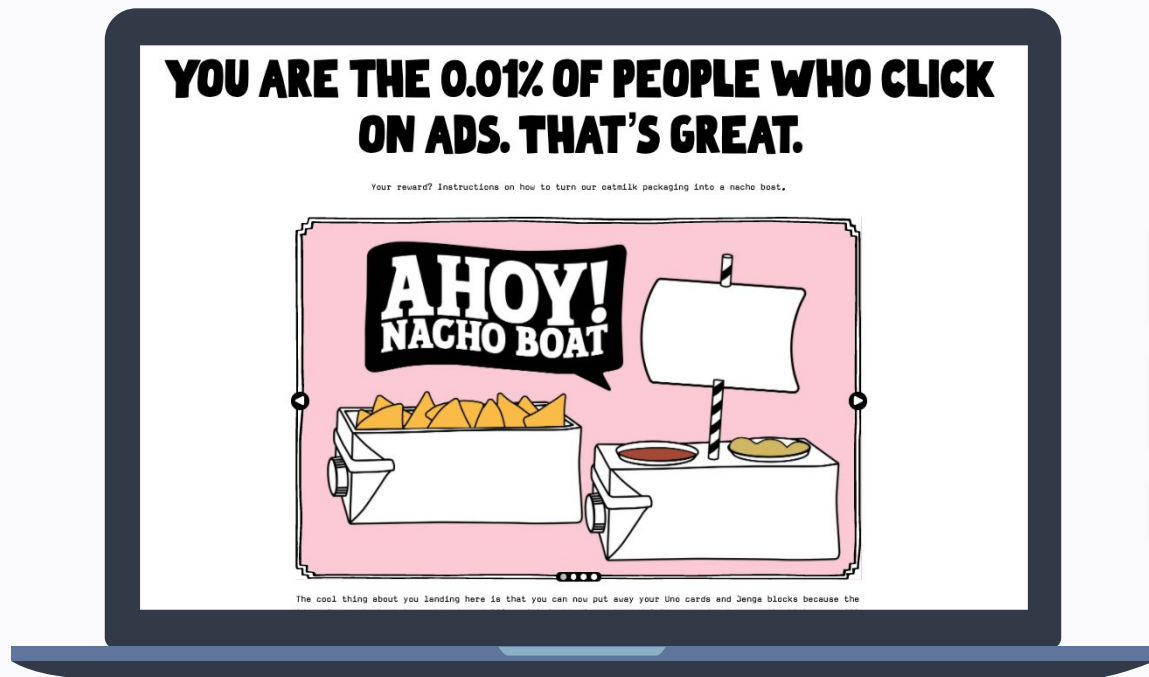
[Click to View.](#)

Ring-a-Ding Roulette



[Click to View.](#)

The headline of each landing page rewards consumers for clicking on a banner ad and includes fun stats about display advertising such as “0.01% of people click on ads.”



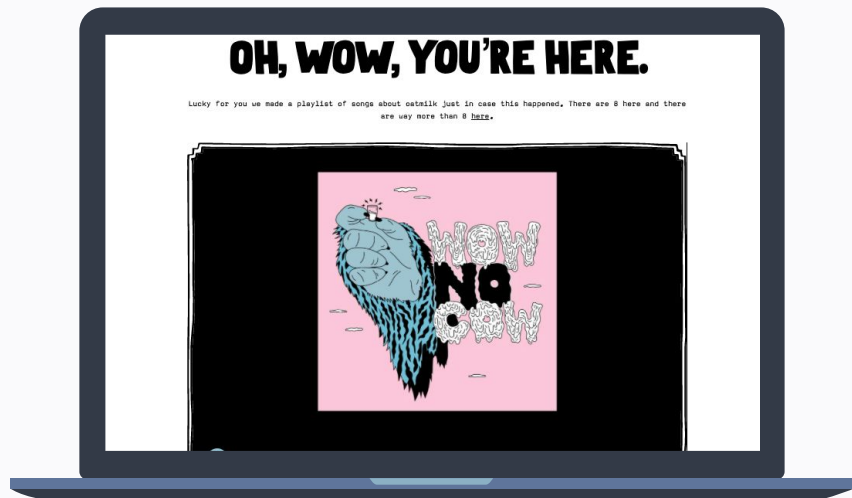
Landing Page Tactic: Rewards consumers for clicking on a banner ad

**NOBODY USES BANNER ADS ANYMORE.
EXCEPT US. AND YOU.**

**WOW, YOU ACTUALLY CLICKED ON THAT
BANNER AD. COOL.**

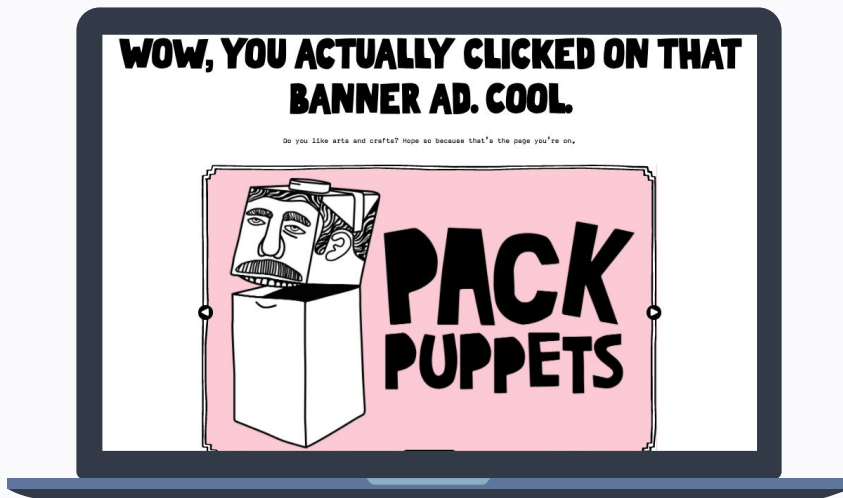
LOOK AT YOU, CLICKING ON STUFF.

Each landing page was interactive and featured an activity that consumers could participate in such as a tutorial on how to create a puppet out of an Oatly milk carton.



Oatly created a playlist of 8 unique songs about oat milk for the landing page titled "[Wow No Cow Radio](#)".

Each song was in a different genre of music, catering to a wide audience group (i.e: country, EDM, pop, etc.).



For the art & craft lovers, Oatly created a [landing page](#) which contained a tutorial on how to make a "pack puppet" with your Oatly milk carton.

The Ring-a-Ding roulette landing page encouraged people to share their own stories, allowing Oatly to gather user-generated content that could then be used for future campaigns.

PSST! LEARN MORE ABOUT OATLY OVER HERE.

LOOK AT YOU, CLICKING ON STUFF.

This particular internet page is about calling random numbers in your phone making it far and away the most terrifying web page on the internet.

How it Works:

Hit the button for a number (e.g., 17) and scroll to the 17th person on your contact list and dial away.

CLICK TO SPIN!

ADD YOUR CALL TO THE RING-A-DING CALL WALL

Tell us about your call! Something like: I rang my car mechanic, he picked up and after a few tense moments, we actually had a pleasant conversation about how weird everything is right now. I learned how he was taking online woodworking classes, then he tried to sell me some emu tires. I told him I'd think about it.

Name

E-mail

☒ I understand that Oatly AB can publicly use the information that I have submitted here for the Ring-a-Ding Call Wall content. Read more here (Privacy Policy)

SUBMIT

RING-A-DING CALL WALL

Hilarious! It was my former bartender at one of the best bar/restaurants, Forepaugh's, HIP to Forepaugh's that closed prior to COVID. It was a great St. Paul, Minnesota institution with the best staff that made you feel at home. <https://twinklinsider.com/2019/03/12/18262409/forepaugh-saint-paul-mansion-restaurant-closed>

- Marie [Report as inappropriate](#)

I called my old high school drama teacher. We recited Shakespeare together!

- Andrew [Report as inappropriate](#)

Visitors are encouraged to share their stories which will then be posted onto the Ring-A-Ding Call Wall.

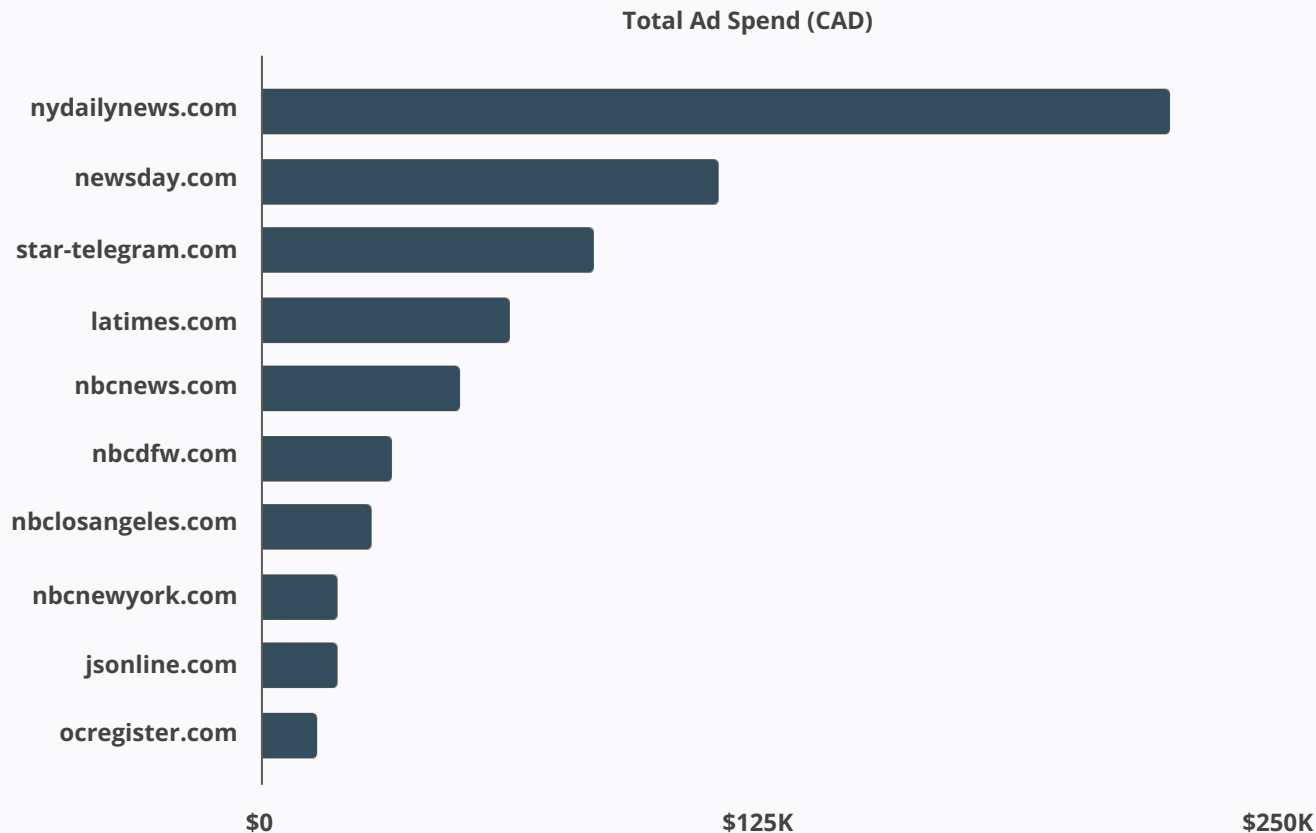
A common theme throughout this campaign was that Oatly didn't hide the fact that their ads were a part of a marketing scheme, they pointed it out and poked fun at it.



Brand personality shines through with their humorous and bold tone of voice.



100% of the top 10 display sites are news sites, with nydailynews.com taking the lead with a total spend of \$216K.



Key Takeaways

From the How To Create Engaging Banner Ads Case Study:

Paid Channel Focus Allocation — Display: Oatly launched a display ads campaign called “It’s Like Milk, But Made for Humans” with a total advertising budget of \$630K. As a result of this display ad campaign, site traffic from display ads increased by +13,965% from 26 to 3,861 site visits MoM.

Oatly implemented the following tactics to create an engaging display campaign:

- **Posed a question to the audience:** Oatly spoke directly to the viewer by asking a question in their banner ads (“i.e: You’re still here?”) to grab attention.
- **Ran multiple display ads on the same website:** Oatly ran multiple display ads on the same website which interacted with each other through the use of arrows and humorous copy such as “What the banner above said”. This is a clever strategy to take up more real estate on a website rather than just publishing one banner ad.
- **Highlighted product packaging:** The packaging of the product was clearly communicated to the consumers to increase brand recognition when consumers are shopping at the grocery store.
- **Created mobile-specific banners:** Oatly created ads that were specifically designed to run on mobile devices by using copy such as “We’re inside your phone now”. In addition, Oatly created ads that were specific to news websites, with copy such as “is this a long article or what?”.
- **Directed consumers to interactive landing pages:** Each landing page for the campaign was interactive and featured an activity that consumers could participate in such as a tutorial on how to create a puppet out of an Oatly milk carton.
- **Rewarded consumers for clicking on display ads:** The headline of each landing page rewards consumers for clicking on a banner ad and includes fun stats about display advertising such as “0.01% of people click on ads”. By acknowledging the fact that the viewer clicked on a banner ad and rewarding them with interactive content, Oatly is conditioning them to click on more of their ads in the future.
- **Bold and humorous brand voice:** The copy used in the banner ads showcase Oatly’s brand personality through the use of bold and humorous copy such as “Wow, you actually clicked on that banner ad. Cool.”