



MTM CASE STUDY:
CPG

OBJECTIVE

A multibrand CPG company sought to increase awareness and trial of a new product.

SOLUTION

Megaphone targeted in-market consumers within the product's main demographic.

RESULTS

The campaign effectively delivered towards its KPIs, generating an astounding 9x lift in brand awareness and 42% lift in purchase intent.



9x lift
in brand awareness



42% lift
in purchase intent



40% lift
in info seek intent



35% lift
in recommendation intent

