

FRANK THE ZOMBIE BROUGHT TO LIFE WITH HIGH IMPACT CAMPAIGN

Diverse data, premium content and easy to buy solutions delivers better business outcomes for Pringles.



Context

Gaming is fast becoming a successful ad platform to reach a highly engaged digital savvy audience. Initial research from a previous Pringles campaign demonstrated the impact display advertising can have amongst gamers.

Objectives

To bring Pringles top of mind and to build stronger brand association amongst gamers.

Solutions

Reach a gaming audience by building a custom experience where users could engage with the Pringles campaign content (Frank the Zombie).

This included a rich mix of content from game alignment with West of Dead to a custom built mini-game and custom AR experience combining the new Zombie (Frank) character and a can of Pringles.

Amplify the campaign videos through our suite of platforms, showing targeted gamers the campaign videos on pre roll and native ad formats.

The campaign also included Native ads to promote a mobile version of the mini game.



yahoo!



Results

The campaign saw an incredible CTR—over 2.5x the average benchmark, along with a high view through rate. In addition an independent brand study with OnDevice revealed some strong shifts in brand metrics amongst those exposed to the campaign. The campaign's AR experience increased spontaneous awareness +13% points which was more than the overall campaign increase. AR proved to have pronounced effects on awareness and brand associations aligning Pringles with gaming.

2.5x
above average
CTR

+13%pts
spontaneous
awareness



“ ”

The campaign partnership with Yahoo proved a huge success. Working with Yahoo enabled us to connect with our audience in a unique way that strengthened our association with gaming. The research helped to demonstrate how the use of AR aided towards the overall campaign's success. This has helped with future campaign strategy, in which we are already considering AR to play a significant role in 2022.

Stephen McSweeney,
Digital Marketing Manager,
Pringles Europe



Source: Yahoo/OnDevice. Fieldwork: 19th November – 22nd December 2020. Sample: 300 Adults 18+ [150 exposed/150 control].

Find out more

Speak to your Yahoo representative, email us at emea.info@yahooinc.com or visit our website.

[Contact us](#)

yahoo!