

Ricola Drives Customer **Engagement With Spring Allergy** Campaign

Taraet: US Device: Mobile







Objective:

Build awareness around using Ricola's products as a remedy for allergy symptoms to broaden its appeal for year-round use and **drive sales** beyond cold and flu season.

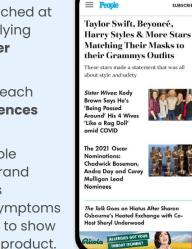
Solution:

Allergy sufferers identified and reached at the most appropriate time by applying targeting tactics based on weather triggering for high pollen count.

Five-mile geo-fence overlaid and each tactic paired with creative experiences testing engagement and interest.

High impact rich media expandable banners opened to a panel with brand messaging indicating that Ricola's products could help with allergy symptoms and scrollable map unit displayed to show nearest locations to purchase the product.

Both banners geo-aware, with one including an overlay of pollen falling from the top of the screen for a few seconds.



Test A: Standard banner

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Matt James Sends 1 Woman Home During **Bachelor** Finale, Tells the Other: 'I Can't Propose to You'

"I'm starting to pump the breaks on if it's something that I'm ready to commit to," the Bachelor said of an engagement on Monday's



Test B: Banner with overlay

Creative B with pollen overlay was more successful in driving engagement in the form of initial clicks (10X higher) and scroll-to-map (3X higher).