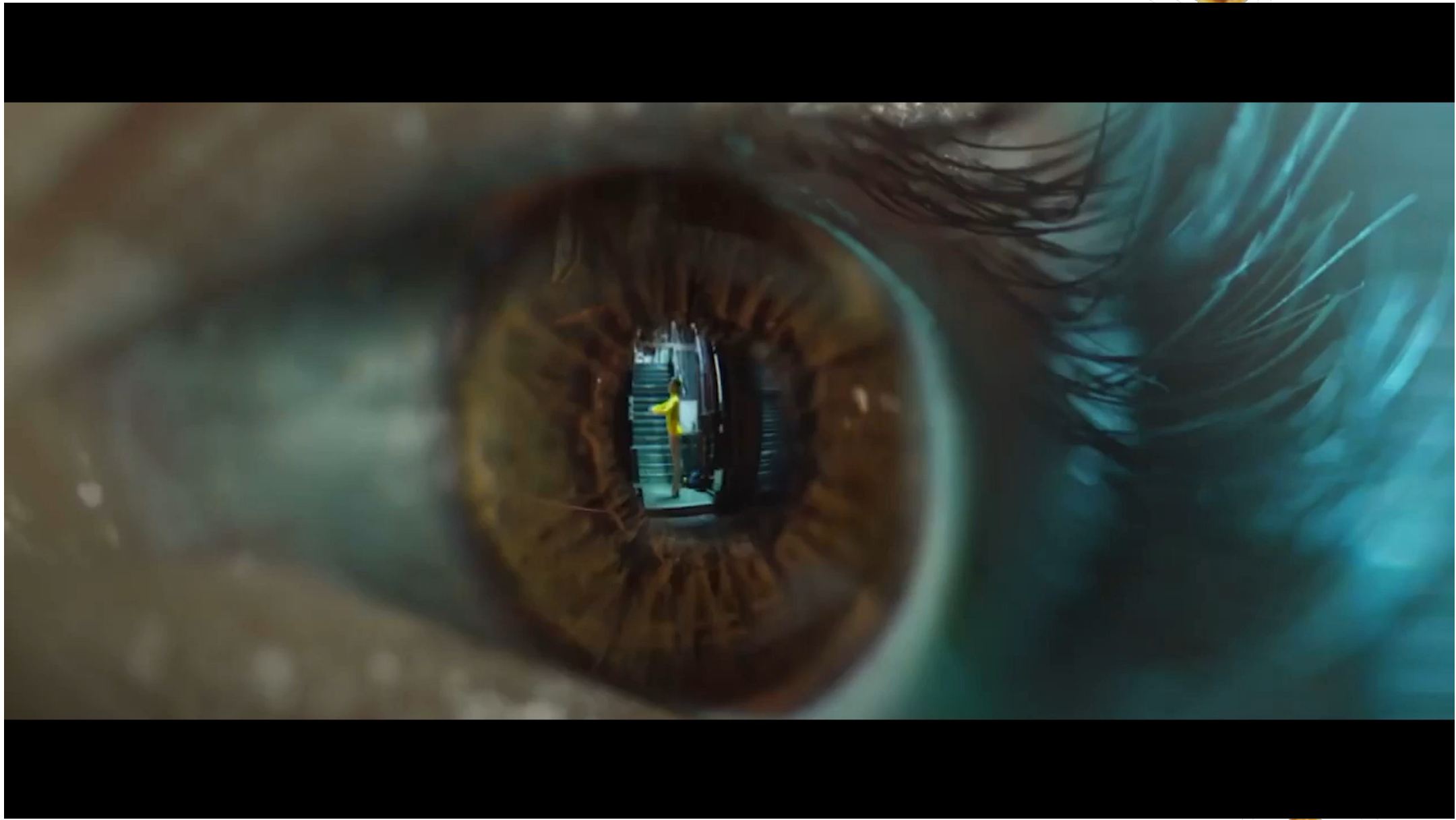


POPWORKKS[®]







The challenge

Get the new generation of snackers to consider PopWorks as their relaxing evening snack by boldly launching PopWorks as the ‘irresistible goodness’ snack



x Hard-to-reach audience

x Overloaded by ads

x Limited budget available



The background is a vibrant teal color with a pattern of small white dots. Scattered across the background are several triangular, golden-brown crackers, each outlined with a thick white border. The crackers are positioned at various angles, some pointing upwards and some downwards. A dark blue diagonal banner cuts across the center of the image, containing white text.

**We designed a 2-layers
strategy**

1. BIG IMPACT THROUGH BIG ATTENTION

**x Find the right touchpoints
to generate impact by
catching their attention**

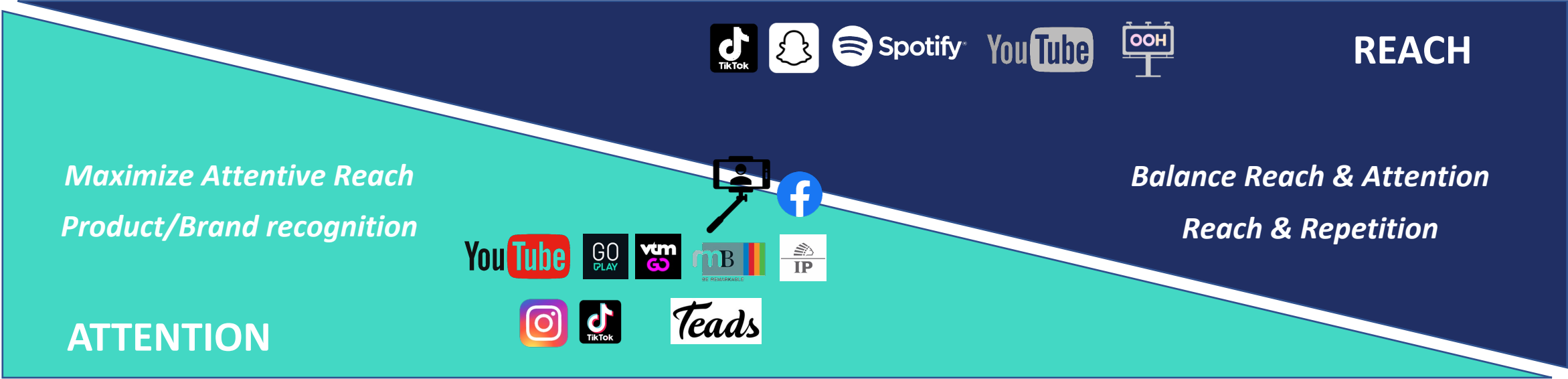
**x Powerful in reach but also
relevant in affinity**

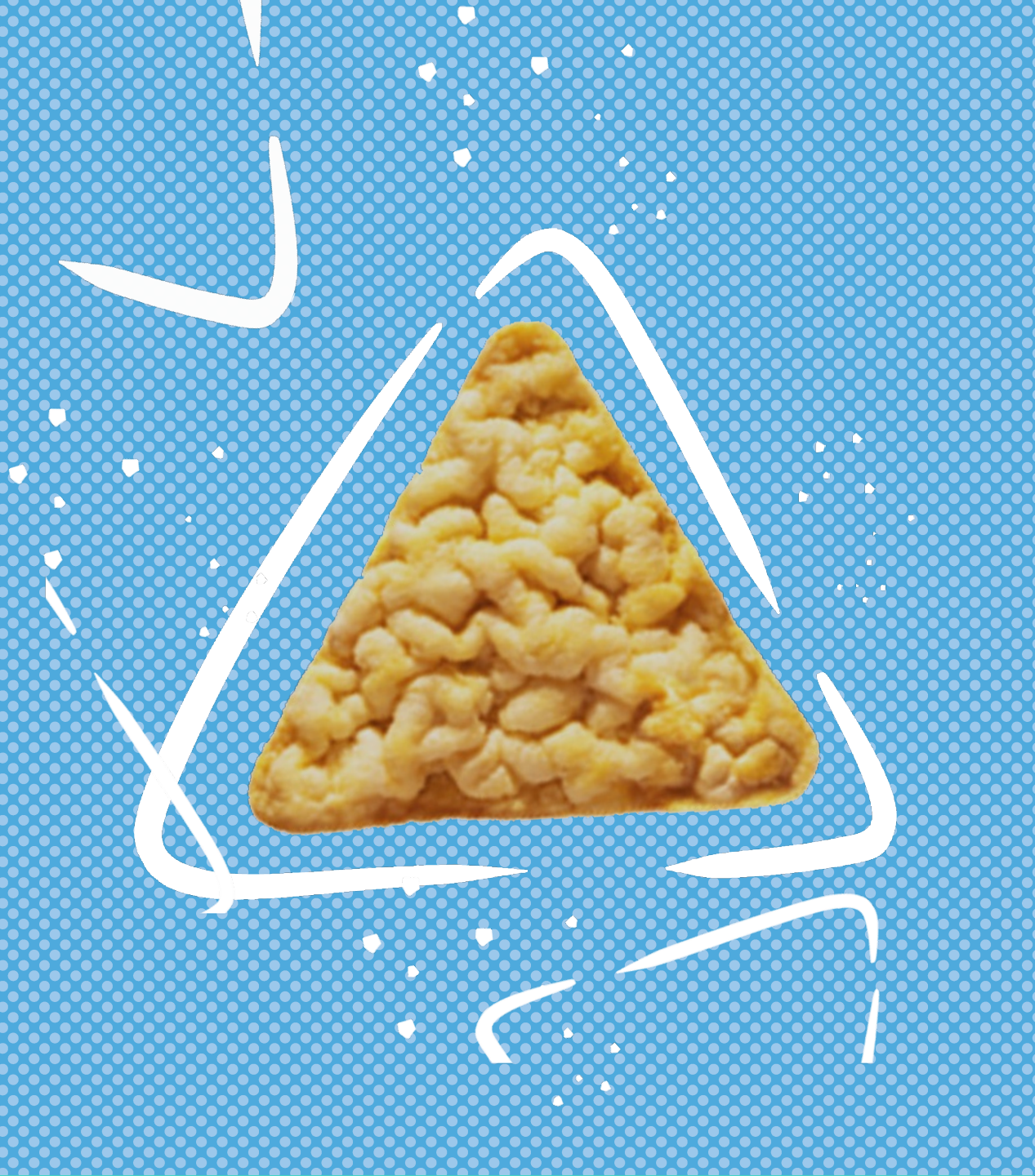


1. Big impact through big attention

September

October





2. INTERCEPTION MOMENTS

x Consumer journey

What lifehackers are doing in their daily routine, and how to intercept them ?

x Moments of purchase vs moments of consumption

Intercept the lifehackers when they think of buying snacks, when they buy snacks or when they use to eat snacks.

2. Interception moments



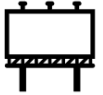
Woke up



Healthy Breakfast



Browsing on websites during lunch break



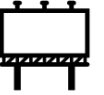
Eating out with friends



Going for a run



Commuting to work



Browsing on mobile during day or in the evening



Watching video content



Media mix

Salty Snack Buyers 18-45

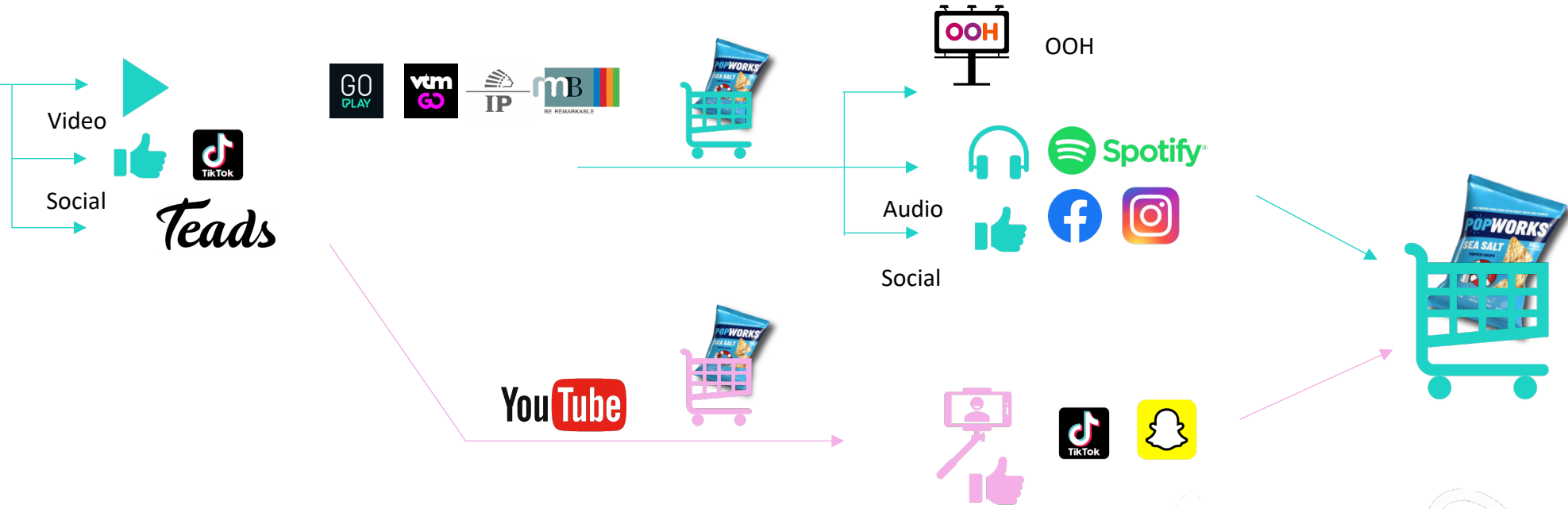
Salty Snack Buyers Health & Sports Affinity

Maximize Attentive reach → Focus on Brand recognition

- Non-skippable formats to boost brand exposure and memorization in short amount of time
- Addition of different channels to get incremental reach
- Priority for full (CPV) and qualitative views

Intercept Audience at the heart of their passions → Focus on repetition

- Mass awareness in relevant and urban context
- Intercept audience when they are listening to music
- Balancing communication by alternate FB / IG and TT / SC to reach youngsters
- Drive engagement with premium formats and amplify content



Results

MEDIA RESULTS

REACHED WITH QUALITY

50% target reached per week (67.7% when OOH),
28.9% VTR & 0.013€ CPCV (14Mio views)

ENGAGED

148.000 clicks
TikTok : CTR 3.36% (12x above benchm.)
4 times higher retention rate

GENERAL KPI'S*

+9 ad recall
+5 awareness

BUSINESS RESULTS

Pre vs Post campaign product penetration :
From 1.3% to 2.8%

Strong repeat rate (49%)
comparing to snacking launches (30%)

*Spotify BLS



Why should PopWorks win an AMMA ?

x Best-in-class audience and media strategy corresponding to the client needs

x Right time at the right place with the right message

x Balance between reach and consideration thanks to a powerful 2-layers approach

x Very positive results proving the approach was well-executed at a tactical level





PEPSICO

