

## Pocky Offers a Taste of Happiness with Personalized Sampling on Mobile



Industry  
Food

Solution  
Understanding Consumers, Identifying Target Audience, Engaging with Customers

### About Pocky

The Glico Group, which celebrated its 100<sup>th</sup> year in 2022, created one of the world's most well-loved chocolate-coated biscuit sticks – Pocky® – in 1966. Pocky was born with a breakthrough idea to leave one end of the stick chocolate-free so that it is easy to hold in one's hand without leaving a mess. This makes Pocky the perfect snack for sharing happiness with family and friends, and who are looking to share an exciting, cheerful and joyful time together. Headquartered in Japan, Glico has expanded into Asia Pacific, European, and North American markets with the aspiration to stay true to its founding spirit of enhancing people's health through food. Led by its well-loved confectionary brands such as Pocky, Pretz, and Pejoy, Glico has now expanded its portfolio to include ice cream products, baby formula, milk products, desserts, food ingredients, and raw materials for cosmetic and health products.

\*Pocky® is a trademark of Ezaki Glico Co., Ltd.

### The Highlights

**50%**

product redemption rate

**1.2X ROI**

achieved at a 40% lower cost per transaction



"Given the shopping behavior of snack lovers in Indonesia, it was important for us to be associated with a partner that efficiently drives Online-to-Offline (O2O) purchase. We are delighted that InMobi has successfully scaled our first O2O campaign to success. They have created an innovative user journey, driven offline redemptions, and unraveled a clear picture of our brand affinity in the Indonesian market. We look forward to more associations with them."



-Kartika T. Putri  
Marketing Manager, Pocky

### The Brand Objective

Quick snacking has always been a part of Southeast Asian culture. Indonesians are no exception as they prefer to visit their nearest grocery stores or supermarkets to grab their favorite snack items along with their daily needs. Inspired by this behavior of the consumers, Pocky ("the brand") aimed to engage the smartphone-savvy consumers with a mobile sampling campaign so that consumers can claim their online coupons and redeem them offline from their nearest stores. The brand partnered with major stores across Indonesia to drive this mission. Pocky intelligently planned two online coupons, a flat 20% off for existing Pocky consumers and a 'try new variant on first purchase' offer for new customers who haven't tried Pocky. The real challenge was to find a technology partner who could personalize the user journey, activate 'easy to redeem' steps, and increase user participation in the redemption bonanza.



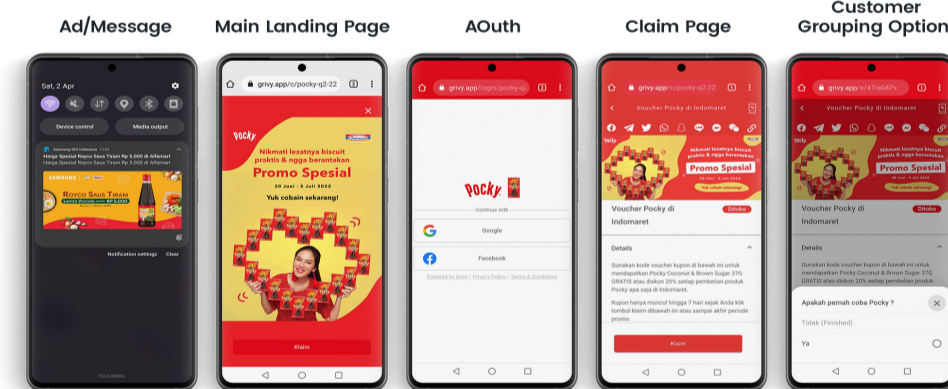
### The Solution

Partnering with WaveMaker and InMobi, Pocky delivered an innovative Online-to-Offline experience for snack lovers across Indonesia.

Mapping out snack lovers across Indonesia: Leveraging **InMobi Audiences**, the brand identified potential food lovers from over 9 major cities in Indonesia. These niche audiences were identified based on 10 different affinity audiences, such as 30-minute chefs who prefer quick snacking, Shoppers who love to read news and know about the latest trends, value shoppers, and bargain hunters who prefer to shop with discounts and coupons, etc.

Encouraging users to partake in coupon redemption: To engage users to claim coupons online and redeem them offline, Pocky leveraged the InMobi-Grivy Online-to-Offline experience and charted a personalized path for existing- and new users in three simple steps.

Step 1: The first glimpse of the redemption experience shows the message, 'Enjoy the most delicious and non-messy biscuits at a discount.' The CTA on the creative 'Try Now' takes the user to the next landing page, where they can click on 'Claim' to proceed. The user sees an authentication page where they can sign up for the offer by logging in with their email or social accounts. This step ensured that only authenticated users participated in the redemption process, leaving no room for casual viewers or online fraudsters.



Step 2: Once the user signs in, they can see the offer details and the terms and conditions to claim the coupon and redeem it at stores. When the user clicks on the 'Claim' CTA on the page, the customer is grouped as an existing- or a new user based on the question 'Have you consumed Pocky before?'. Based on the answer 'Yes' or 'No,' existing users saw a flat 20% offer on the next purchase, and new users saw the 'Try new variant' offer.

Step 3: As a final step, once user confirms that they are above the age limit of 18 to claim the offer, they could get a discount coupon with a barcode that they could scan at stores and get their share of 'Pocky' happiness.

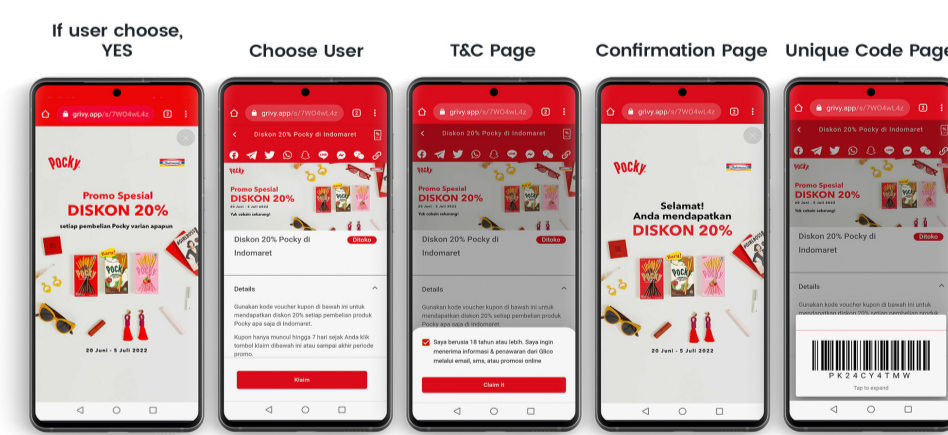


Figure 1 Existing user journey

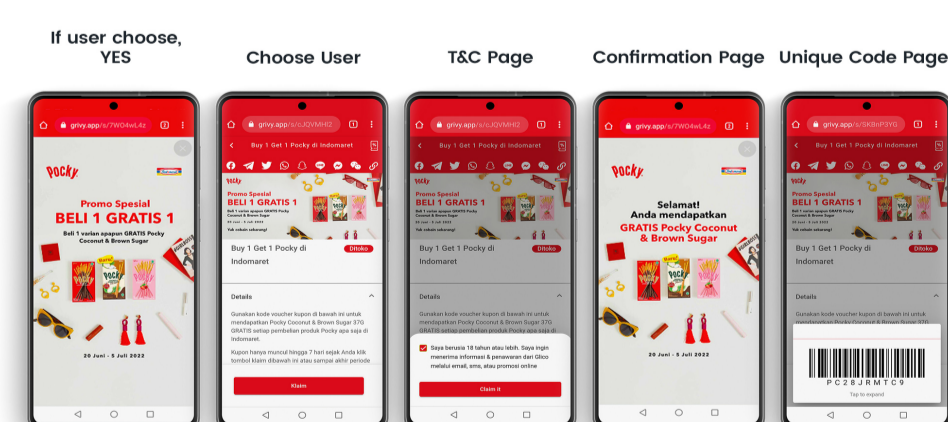


Figure 2 New user journey

Measuring Campaign Effectiveness and Brand Affinity: To ascertain the impact of the Online-to-Offline experience, the brand measured the Total Brand Equity (TBE) with a controlled group that was not exposed to the experience and an exposed group that viewed and participated in the redemption bonanza.

The brand surveyed these highly precise sets of respondents to measure the levels of awareness, brand likeability, purchase intent, purchase experience, and message association. The results showed a positive 90% brand awareness, 85% purchase intent, and 79% resonated with the message association from the exposed group. The brand also got a realistic view of the brand image with parameters such as Net Promoter Score and Total Brand Strength, which gave them accurate insights into their brand strengths and areas of improvement.



## The Results

The campaign was a grand success, as it reached the target redemptions in just 3 days of launch and drove incremental results over the next few days. The engagement scaled beyond industry benchmarks to truly make the redemption campaign a success.

**16X**  
increase in CTR<sup>1</sup>

**59%**  
product claim rate<sup>2</sup>

**50%**  
product redemption  
rate<sup>3</sup>

**1.2X**  
ROI achieved at a 40%  
lower cost per transaction<sup>4</sup>

<sup>1</sup>Compared to the internal benchmarks

<sup>2</sup>Authenticated users who claimed the product

<sup>3</sup>Claimed users who redeemed product at stores

<sup>4</sup>Calculated based on the campaign targets set by Pocky