


Case Studies



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## DANCOW Nutritods Leverages Mobile to Become the Preferred Child Nutrition Brand

**Solution**  
Understanding Consumers, Engaging with Customers

About Nestlé DANCOW

The brand from thehouse of Nestlé,DANCOW is a milk brandexclusively createdto meet the growing needs ofkids aged between 1 year to 5 years. Packed with the goodness of necessary nutrients and great taste, DANCOWNutritodshelpsto build stronger immunity in growing children. DANCOWNutritodscontinuously positions itself as the Indonesian mom’s greatest ally, delivering their expertise in tailor-made nutrition and services for Toddlers and Preschoolers.

Highlights

**1.4 million**

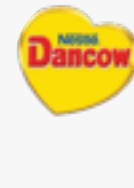
mothers took up the BundaBanggapledge

**93%**

mothers took up the BundaBanggapledge



With the undeniable rise of mobile as a device in driving real connections, we decided to launch a campaign on mobile to reach our target audiences. The campaign delivered record engagement and helped us strengthen brand affinity and as a result drive purchases. Thanks to InMobi for identifying the right audiences, designing an interactive ad unit with built-in capabilities to encourage real-time responses, and making this campaign a huge success.



Dancow  
Dancow

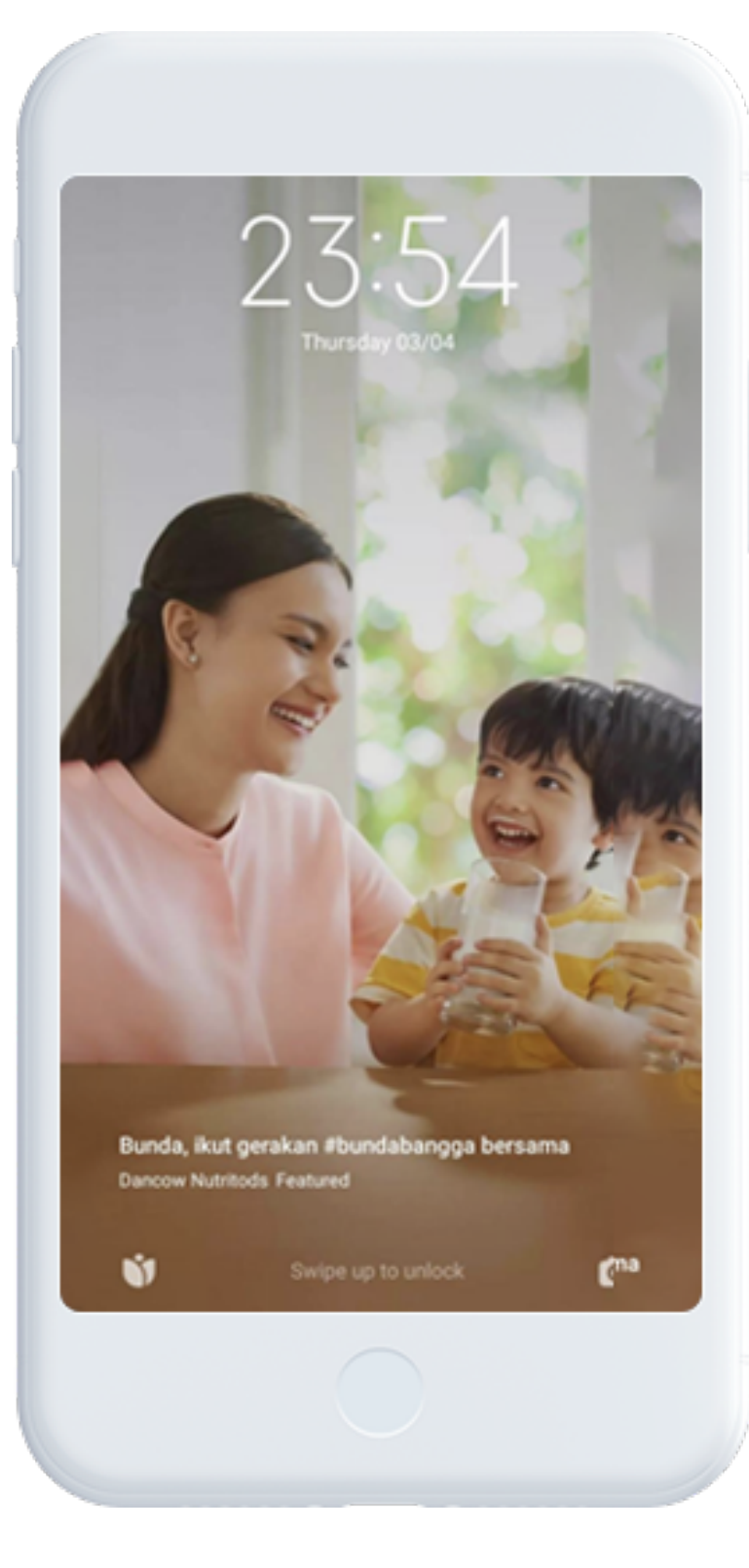
The Solution

The Paradigm Shift: Mobile Campaign to Drive Real Connections. DANCOW amplified the movement with a mobile-only campaign on Glance andInMobi to reach the connected consumers in Indonesia on the always-on medium.



The brand created a mobile interactive full-screen rich mediaad unit with a powerful message and a striking creative to introduce and encourage moms to take up the pledge, “#BundaBangga – Let’s join 1 million movement”. Uponclicking on the CTA ‘Join Now’ on the ad unit, mothers could enter their name along with their child’s name to receive a personalized certificate, celebrating their achievement. To broaden the reach, the downloaded certificate was supported by a social sharing option through WhatsApp, Facebook, or Twitter.

The Glance creative served a highly engaging promo card that appeared in the audience’s smartphone lock screen and delivered a non-intrusive and highly immersive experience for Indonesian mothers. By enabling the CTA ‘Join Now’ on the Glance creative, the brand redirected the users to the DANCOW website to pledge and download their certificate.



To further drive advocacy, DANCOW partnered with the Nutritods Council Experts to create the BundaBanggaPocket Book, a 101- guidebook dedicated to Indonesian Mothers to help track and stimulate their children’s growth & development. The brand also took it further by holding a UGC competition for mothers to share their BundaBanggamoments on social channels, further scaling the campaign to newer heights.

**Results**


- 1.4 million** mothers took up the Bunda Bangsa pledge\*\*\*
- 632% KPI** achieved via Display Ads
- 95%** users engaged on Glance\*
- 160 million** impressions recorded on Glance
- 4x** higher CTR recorded on Rich-Media banner\*\*
- 9.2%** increase in market share\*\*\*
- 93%** increase in sales on e-commerce platforms\*\*\*

\*Users who spent more than 3 seconds on the featured Glance  
\*\*Compared to industry benchmarks  
\*\*\*Results achieved through combined marketing efforts from the brand

The Results


As a result of the movement driven on a mobile-first platform, the brand saw impeccable growth in every stage of the consumer journey, right from awareness, consideration to purchase only to become the preferred pre-school and toddler brand in Indonesia.

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