



Case Studies



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DANCOW FortiGro Quadruples Brand Engagement with an Interactive Mobile Video Ad Unit



Industry
Food

Solution
Engaging with Customers

About Dancow

The brand from the house of Nestlé, DANCOW FortiGro, is a powdered milk brand exclusively created to meet the growing needs of kids aged between 6 to 12 years. Packed with the goodness of necessary nutrients and great taste, DANCOW FortiGro stimulates physical and mental growth in children, helps building a stronger immunity, and is the trusted choice for mothers in Indonesia.

Highlights

2.6 Million

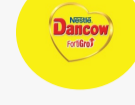
unique users reached in 10 days

4X

overall engagement rate on the ad unit*



As a brand that's been the "voice of the consumer" for decades, it was important for us to highlight the importance of the endless yet under-appreciated efforts that a mother puts in raising her children. Hence, we decided to deliver a thoughtful message on Mother's Day to increase our brand awareness. The mobile-focused campaign with the interactive ad unit powered by keyword detection technology was the perfect choice for us. As we progressed through the campaign, we realized how InMobi has brought to life the complex thought process into a simple, meaningful interaction, thus delivering us record results in just 10 days.



Christian Aldo Simandjuntak
Brand Manager, DANCOW FortiGro, Indonesia

The Objective

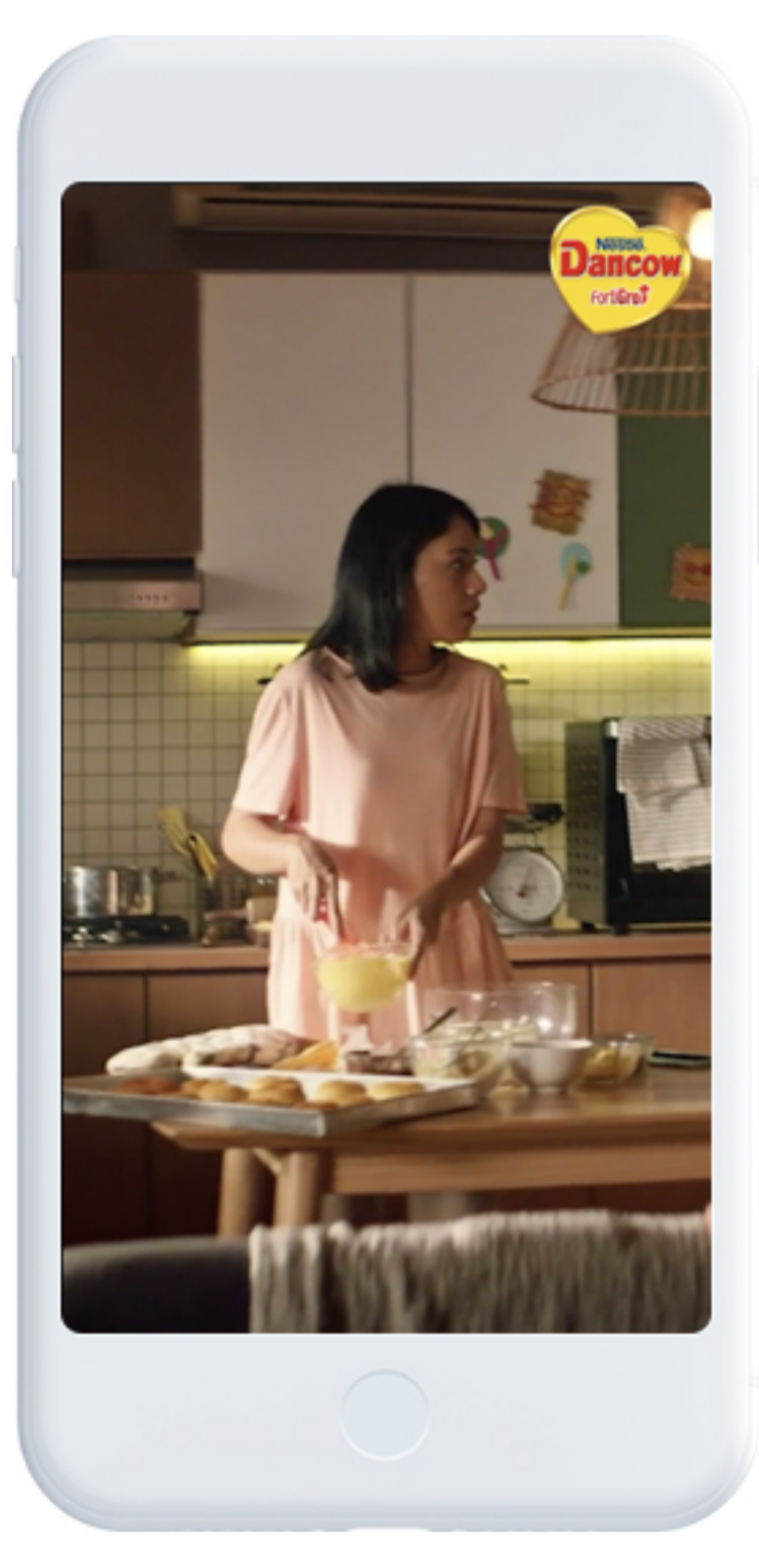
As a brand that stands up for fulfilling the needs of mothers in getting well-balanced nutrition for toddlers, infants, and growing children, DANCOW FortiGro decided to remind mothers that the more children are cared for, the happier they are. Parallely, on the special occasion of Mother's Day, the brand aimed to appreciate mothers for leaving no stones unturned in prioritizing their kids over everything and thus encourage Indonesians to share their appreciation for fellow mothers through an online greeting. By delivering this message, the brand intended to drive mass awareness by reaching 5 million Indonesians, thereby increasing the top-of-the-mind ad recall, and boosting brand affinity.



The Solution

DANCOW FortiGro partnered with InMobi to leverage the power of mobile in driving real connections and decided to deliver video ads that are known to engage audiences 3 times better than other formats.* Targeting the mothers aged between 25 to 44 years in Indonesia on InMobi Audiences, the brand designed an interactive ad unit that plays a 15-second short video with a narrative of a mother preparing cookies for the order she undertook, as her children get impatient for her attention.

As the mother hustles between attending a phone call, baking the cookies, and comforting her children, the ad truly depicts the nature of mothers being proficient multi-taskers.



As the narrative comes to an end, the ad leaves a question for the viewers, "what should the mother prioritize between the two options: The children (or) The cookies order?". Powered by Keyword Detection Technology, the ad enables viewers to record their responses by clicking on the mic on the ad unit.

The second card showcases the selfless love of a mother, encouraging ad viewers to prioritize the children every chance they can with a beautiful message, "childhood once gone never returns." Finally, the video ends with the children helping the mother baking the cookies, as the mother decided to spend time with them.



The ad nudges mothers to shower appreciation on fellow mothers in the end card that showcases a greeting card to write a personalized message for them, enabled by WhatsApp, Facebook, and Twitter sharing options. The idea of collecting responses through voice detection encouraged mothers to actively participate and record their responses.

Results

2.6 million unique users reached in 10 days

4X overall engagement rate on the ad unit*


2.3X CTR achieved*


*Compared to industry benchmarks

The Results


DANCOW FortiGro could enable mothers to shower appreciation for the ad unit. The "always-on" medium: the mobile, stood out among the crowd to reach wide masses in Indonesia, creating awareness and quadrupling the brand engagement.

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