


Case Studies

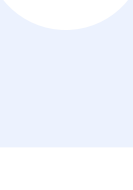


Asia

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Selecta Supreme Drives Purchases with an Online to Offline Shoppable Experience



Industry
Food

Solution
Engaging with Customers

About Selecta Supreme

Selecta is part of Unilever's Heart brand family of ice creams sold in more than 40 countries worldwide under many different local names, including Wall's and Algida. Selecta's humble beginnings can be traced to the Arce family's ice cream parlor in Manila in 1948. Its ice cream was well-known for its creaminess, authentic flavors, and unique gold can packaging qualities that remained throughout the years.

Highlights

2.65X

incremental reach

35%

uplift in purchases in a month

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With the phenomenal growth in mobile usage among Filipinos, we decided to launch a mobile-only campaign to understand the shift in household roles of our consumers and how this influences their post-pandemic purchase journey. InMobi's technology and platforms helped us identify the household members, deliver an impeccable, interactive ad experience engaging them, and drove a whopping 35% uplift in purchases. What stood out in the campaign was the way InMobi successfully leveraged the online behavior of Filipinos to activate real-time shoppable experiences. We are delighted with the results of the campaign.


Kathleen Huang
Brand Manager, Selecta

The Objective

As the Archipelago sees rising temperatures during February, right before the summer kicks in officially in March, Selecta, the Philippines' #1 ice cream brand, aimed to communicate to Filipino households with kids about their bestseller ice cream, 'Choco Almond Fudge.' Indulging in ice cream is one of the most favorite ways for Filipinos to beat the rising heat.



The Pandemic has changed the household equation with lockdowns and social distancing, redefining members' roles within a household. While women became the 'Decision-makers of the house,' learning about new products and initiating the demand for products, men often stepped out to shop. Hence driving a purchase decision was no longer driven by reaching a 'segment' of audiences and now needed guiding the household as a whole. With kids as the target segment, the brand needed to reach out to members in the household who are decision-makers, purchase influencers, demand creators for a product. Hence, the brand needed an advertising partner with a massive scale in the Philippines to accurately target and influence household members. With the increasing mobile consumption over the last couple of years, Selecta intended to launch a mobile-first campaign in the Philippines to engage consumers with meaningful messaging, drive them to the nearest stores, and measure the campaign's effectiveness with a brand lift study. By doing so, the brand aimed to evaluate the effectiveness of mobile in driving real connections in the Archipelago.

The Solution

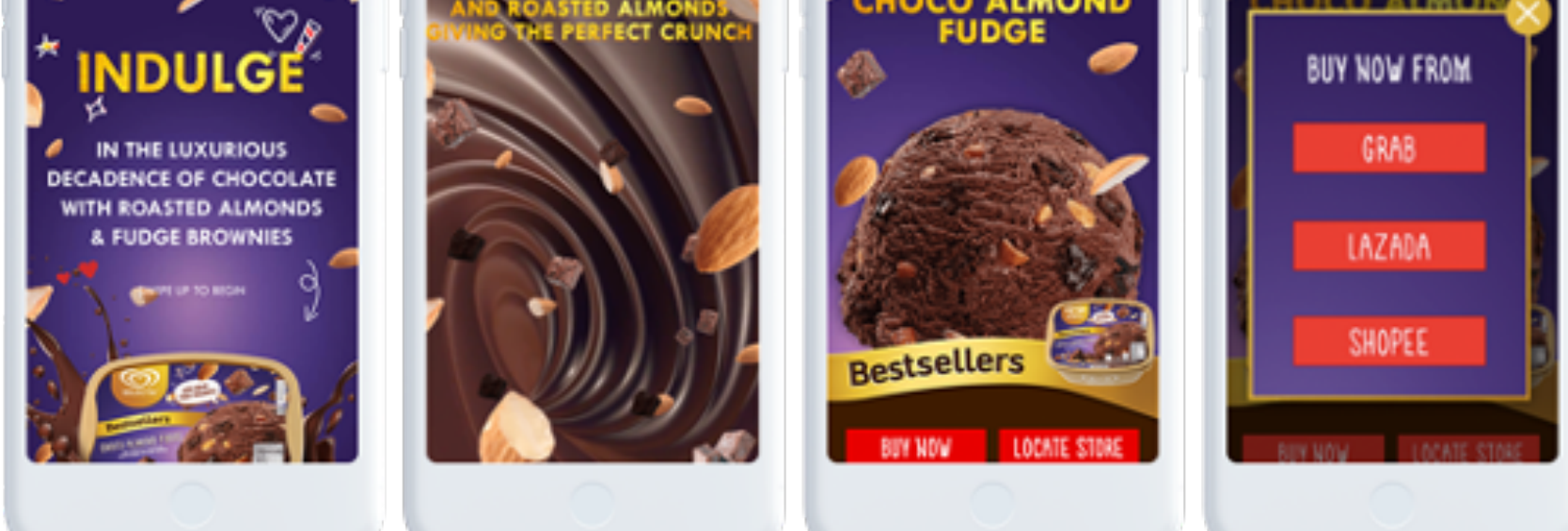
The brand partnered with InMobi and Mindshare PH to leverage household targeting, provide an immersive shoppable experience, and ensure online to offline attribution.



Result of Household Targeting			
Segment size Total Device IDs	Moms - stand Alone Segment	Parents with Kids Household	Incremental Reach
	2.9Mn	7.7Mn	2.65X
Efficiency	Historical Campaign Percentage Uplift	Current Campaign Percentage Uplift	
	17-28%	31-38%	

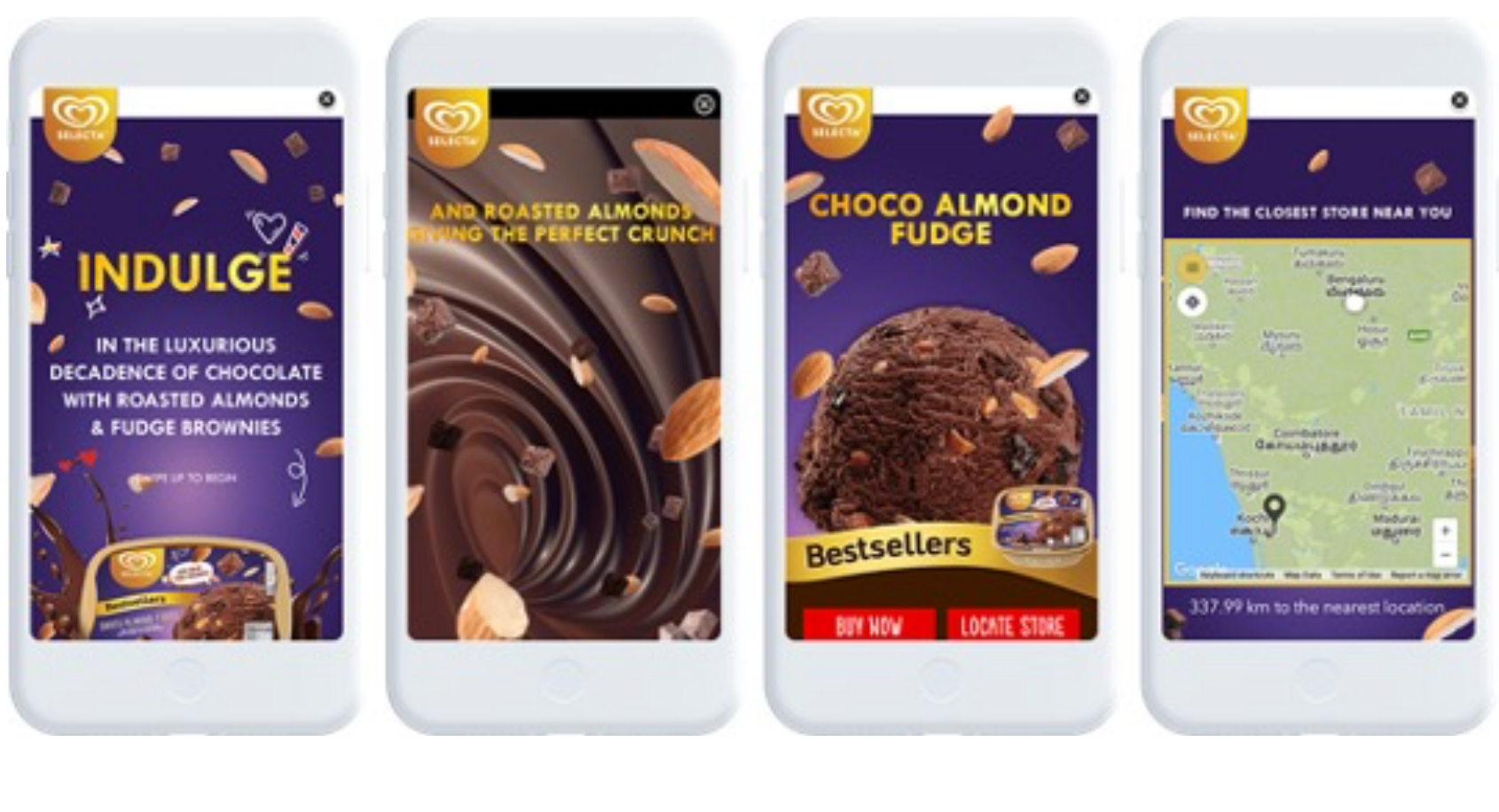
1). Guiding Families in Decision Making with Household Targeting: To address multiple audiences from a single household, the brand leveraged InMobi's Household Targeting solution with a massive scale and advanced identity resolution to accurately identify the household members aged between 25 to 64 years in metro and non-metro Manila regions. As a result of household targeting, the brand could reach about three members on an average in every targeted household driving an incremental reach of 2.65X.

2). Delivering Interactive Shoppable Experience to Drive Purchase Intent: The second step of the campaign was to engage the target household audiences with an immersive ad experience. The brand leveraged the state-of-the-art InMobi creative suite to deliver an interactive ad unit. The first card of the ad unit encourages the audiences to 'indulge' in the luxurious decadence of chocolate with roasted almonds and fudge brownies and swipe up. Once the ad viewer swipes up, the ad unit showcases the scrumptiousness of the product, visually enticing the user to swipe up to the final card that shows two CTAs:



a). Buy Now, clicking upon which the user can choose their favorite e-commerce website from the three options shown on the ad unit – Grab, Lazada or Shopee.

b). Locate store, clicking upon which the user can see the current location and get directions to the nearest store location to purchase the ice cream tub, without having to open the default map app on their phones.




While both the control group and the exposed group have equally vouched for the trustworthiness and superiority of the brand, the consideration and purchase intent were significantly higher in the exposed group, signifying the campaign's success.



The Results

The campaign results voiced the perfect strategy and execution done on mobile, the high engagement rates that got the Filipinos engaged throughout, and the impeccable increase in the purchases driven in just a month.



2.65X
incremental reach

80%
of ad viewers
engaged with the
full ad

35% increase
in purchase
uplift


20% increase
in consumption
uplift*

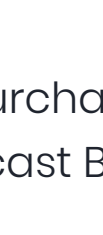
13% increase
in penetration
uplift**

*Audience who are exposed to the campaign increased their basket size to buy more


**This campaign generated more first-time purchasers

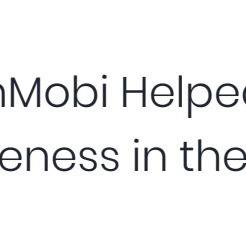
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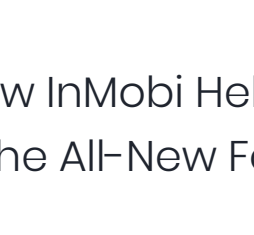
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