

# Wall's Spreads Happiness and Cheer During a COVID-stricken Ramadan

Wall's runs on the mission of building and spreading happiness around the world and has been a renowned brand in 29 countries spread across 5 continents with over 8 decades of delivering happiness in an ice cream tub.<sup>1</sup> Bringing families together with the ice cream that connects and creates a bond among the people, Wall's truly stands for spreading joy. One of the tri-flavored products of Wall's is the "Neopolitana", an extra creamy 3-in-1 family ice cream with a kick of Chocolate, strawberry, and vanilla flavors.<sup>2</sup>

1. <https://www.wallsicecream.com/id/brand-kami/in-home.html>

2. <https://www.wallsicecream.com/id/brand-kami/in-home/wall's-neapolitana.html>

# The Highlights

**10 Mn**

Indonesians  
reached

**117 K**

Total clicks with 87%  
intended to purchase  
the product

**1.5X**

Total video  
completion rate  
with respect to  
benchmarks

Source: [eMarketer](#)

## The Brand Objective

Ramadan is a holy month of self-introspection, celebrations, peace, and harmony. With COVID-19 affecting most countries in the world and people practicing social distancing, the observers of this global event, find it difficult to celebrate the festival with relatives, friends, and family.

Standing by their company values, Wall's stepped up to make this Ramadan happy by launching a special treat for Indonesians. Their ice cream brand 'Neopolitana', a tri-scooped ice cream that is loaded with the extra creaminess and the punch of three different flavors, is considered a perfect treat to break the fast and for in-home consumption. Due to limited movements and social gatherings, Wall's also offered 'home delivery' of the ice creams to keep the observers at ease of not stepping out of their homes. However, the brand had to reach consumers in their households, deliver the messaging keeping in mind the sensitivities during the adverse times and encourage consumers to think positive and spread the happiness among Ramadan observers.



# The Solution

Mobile campaigns that are authentic to a cause and evoke positive emotions such as joy, happiness, and humor, are most likely to resonate with consumers in adverse times. With shorter attention spans, these campaigns, need to leverage the most engaging ad format: Interactive Mobile Video.

## 1. Reaching Ramadan Observers in Indonesia

Primarily targeted at the families in Indonesia, the brand further segmented the audiences into four categories for a refined reach.

- ▶ Millennial married females
- ▶ Young mothers with kids
- ▶ Older Mothers with kids
- ▶ Couples aged between 25 to 55 years

These segments were identified through InMobi Audiences. The brand leveraged Audiences to target the smartphone savvy men and women in Indonesia based on their appographic preferences backed by the offline data.

## 2. Engaging the Ramadan Observers in Indonesia through Interactive Videos

The brand used the Ramadan spirit of 'Exchanging greetings' during the holy month and designed this concept to enkindle the 'happy' emotion of observers and have them virtually greet their loved ones through social sharing.

The campaign launched the ad with a video that showcases the 'Neopolitana' ice cream followed by an end card that provides an array of greeting cards to choose from and share with friends, family and relatives on social channels such as WhatsApp, Facebook and Twitter.

The campaign was launched with an engagement journey comprising of four stages:

1. The viewer first sees the video ad and clicks on it
2. The viewer then selects the greeting card
3. Upon the card selection, the viewer clicks on the Call-to-action (CTA)- “Choose Card” on the video ad
4. The viewer shares the card on Social media i.e. WhatsApp, Twitter, and Facebook

### **3. Personalized Video Ads Fostered Relevant Communication**

The campaign focused on the two important activities of Ramadan observers:

1. Indonesians exchange greetings for the day before embarking on the fast

2. The observers congratulate one another upon the successful completion of the fast

The ‘Creative Optimization’ launched the same ads with two different timings i.e. before and after fast. The social share feature helped the observers share the greeting card to their social circles and spread the joy.

The concept of ‘personalization at scale’ with creatives that offer choices, helped the brand achieve its marketing objective of creating brand awareness and spreading happiness.

### **4. Ad Retargeting Helped Rescale the Engagement**

The campaign dynamically created a cohort of users who did not completely view the video and retargeted them. This increased engagement and interactivity through social shares. The campaign also widened the scope of capturing user’s purchase intent by spreading joy.

Happy Fasting Greeting Cards (1-19 May, 2020)



User views video



User selects greetings



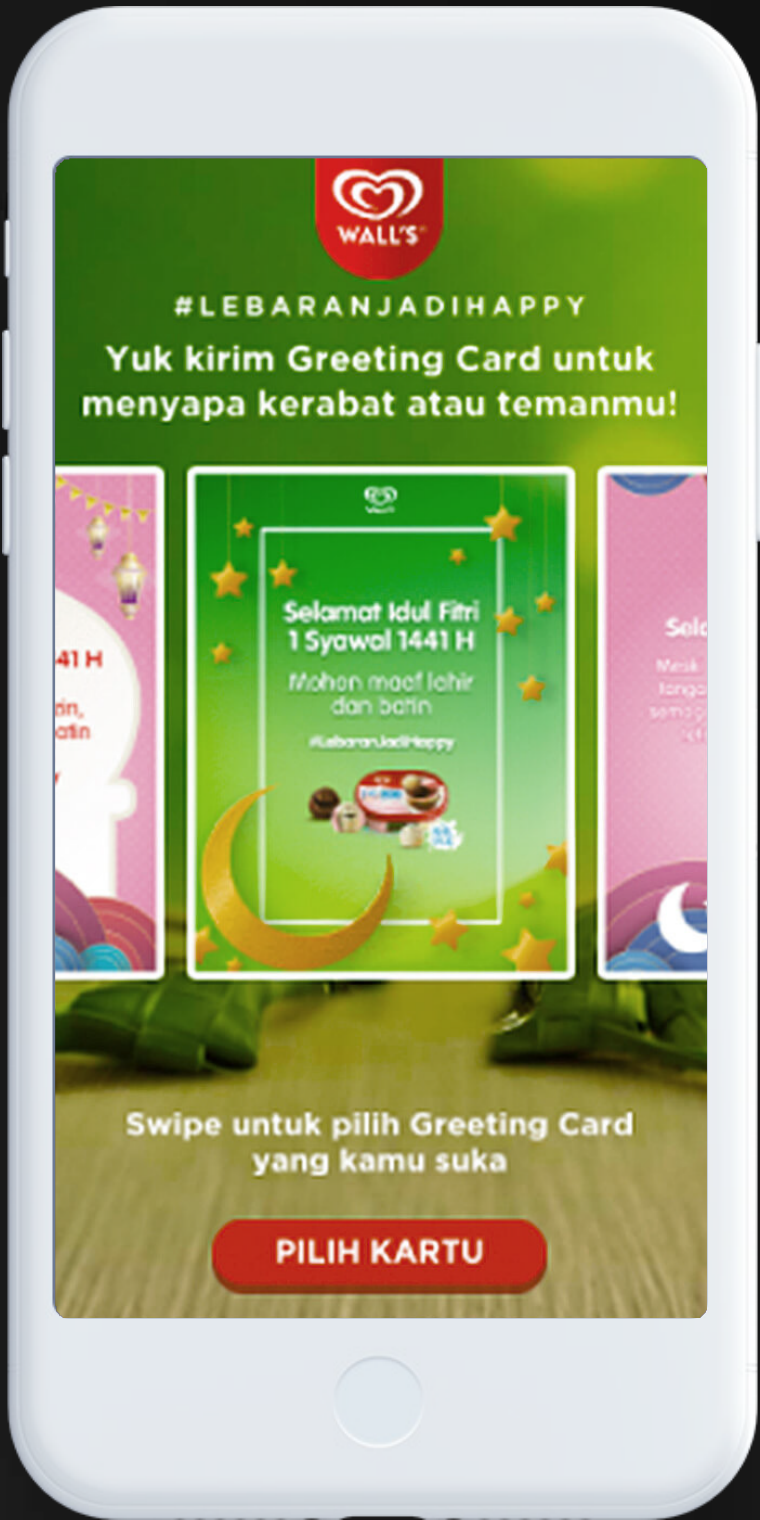
User shares greetings on Social media

[View the Ad](#)

Happy Eid Al-Fitr Greeting Cards (20-31 May, 2020)



User views video ad



User selects greetings

[View the Ad](#)



User shares greetings on Social media

# The Results

The greetings and congratulatory messages acted as the triggers to create a 'feel-good' factor for the Indonesians and increased the positivity.

**10 MN** Impressions recorded

**4.9 MN** Indonesians reached

**117,558** Video clicks were recorded

**96,896** Selected the card

**Almost every user** who reached the end card showed the **intention to purchase** the product<sup>3</sup>

**1.5X** Total video completion rate with respect to industry benchmarks

3. <https://brand-id.shortlyst.com/walls/19304>