ADD SWEETNESS TO RAMADAN WITH REDBELL

OBJECTIVES

Red Bell is a manufacturer of food and bakery ingredients based in Indonesia, the main objectives of the campaign were:

Find & reach the niche audience for Redbell and amplify their brand awareness

Reach people who are observing Ramadan and preparing for Iftar

Boost brand recall & engagement

RED BELL

RedBell berkomitmen memberikan yang terbaik bagi para Baking Lovers

CHOOSING THE PLATFORMS BASED ON THE IMPACT

YouTube Ads via Pulse:
YouTube is a popular platform for baking tutorials and recipe videos. By leveraging YouTube Pulse, we targeted baking enthusiasts who consume baking-related content. This format allowed us to engage with a highly relevant audience in an environment where they are actively seeking inspiration.

CTV Advertising:
Connected TV (CTV) ads are perfect for reaching a wide audience in a non-intrusive way. Many home bakers and small bakers enjoy watching cooking shows and baking competitions on their smart TVs. CTV ads ensure our message reaches them during their leisure time.

Rich Media Ads:
These interactive ads are engaging and capture the audience's attention on their mobile devices. Rich media ads are ideal for showcasing our products creatively, encouraging interaction, and driving conversions.

Cross-Device Targeting: By tracking IP addresses, we ensured that users who saw our ads on CTV were also exposed to rich media ads on their mobile devices. This multi-touchpoint approach reinforced our message and increased brand recall, ultimately driving more engagement and conversions.
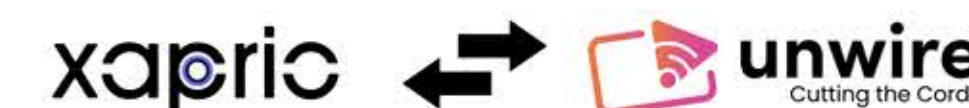
USER JOURNEY FRAMEWORK - F.L.A.V.O.R

F — Finding the Right Audience

L — Leverage the Ad placements

A — Amplify Reach

V — Visualize colorful creations

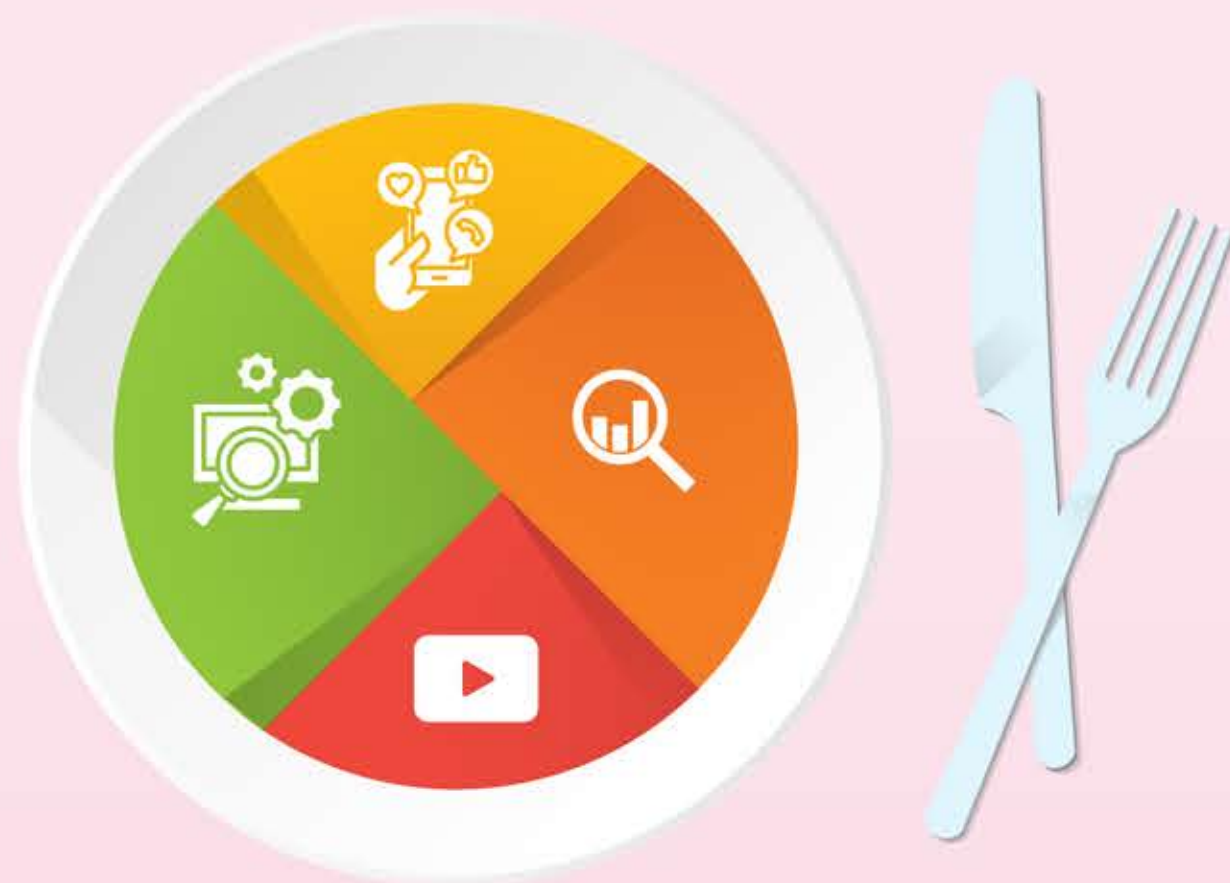**O** — Optimize consumer experience via cross device targeting

R — Results

FINDING THE RIGHT AUDIENCE

Data Analysis:
We used data analytics tools to identify individuals who frequently engage with baking content online. This included analyzing social media behavior, search queries, and video consumption patterns related to baking.

Targeting influencers:
Targeting baking influencers and communities helped us identify and reach active baking enthusiasts.

Seasonal Trends:
We paid special attention to baking activities during Ramadan, identifying home bakers who ramp up their baking efforts for this period.

FINDING THE RIGHT AUDIENCE - AUDIENCE BEHAVIOR

Content Consumption: They frequently watch baking tutorials, recipe videos, and cooking shows on YouTube and CTV.

Community Engagement: They participate in baking forums, online classes, and follow baking influencers for tips and advice.

Social Media Activity: They are active on platforms like Instagram and Pinterest, sharing their creations and seeking inspiration.

Shopping Habits: They often shop online for baking supplies, looking for high-quality and trusted products.

FINDING THE RIGHT AUDIENCE - AUDIENCE PERSONA

Small Bakers:
Individuals running local bakeries, often seeking high-quality ingredients and equipment to create unique and delicious baked goods.

Home Bakers:
Enthusiasts who bake as a hobby or small side business, looking for inspiration and reliable products to elevate their baking.

Ramadan-Specific Home Bakers:
Bakers who increase their baking activities during Ramadan, preparing special treats and delicacies for the festive season.

FINDING THE RIGHT AUDIENCE - CTV & RICH MEDIA & PULSE

Since this was a cross device campaign that was run via our Award Winning AI enabled Pulse and unwire to increase the reach we decided to reach out to bakers enthusiasts, for this we decided to leverage audience segmentation:

DEMOGRAPHIC

Gender
Male & Female

Age
30-50 years old

SES
Middle to Low

GEOGRAPHIC

Across Indonesia

AUDIENCE SEGMENTS:

- Home Bakers/Home Industry, Occasional baker/business owner
- Baking audience + home cooking audience
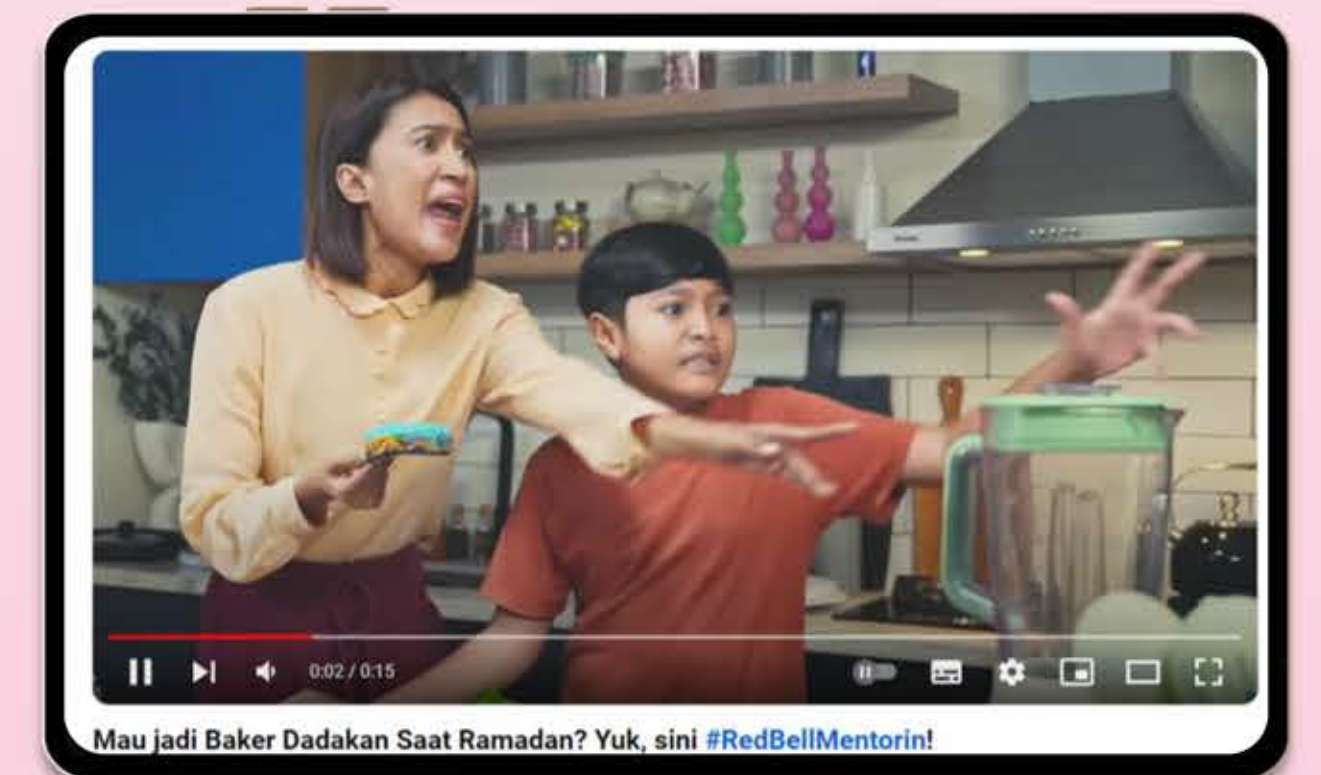- People who are fasting during Ramadan

Placements
Rich media ads | CTV ads | Pre Rolland and Mid Roll ads
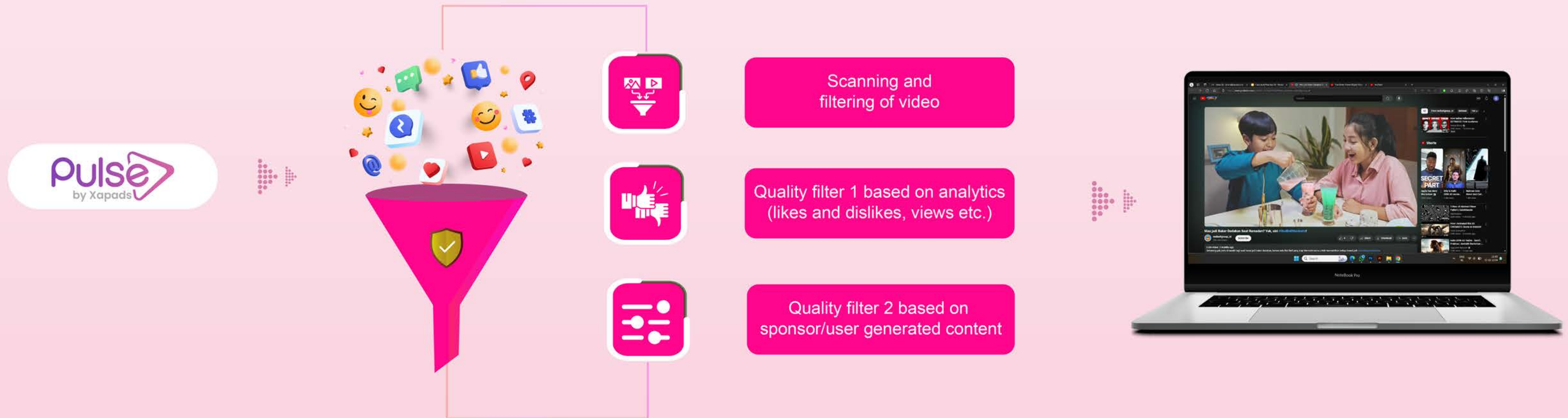
ATTRIBUTES

Platform
Youtube | CTV | Apps

To showcase Redbell and also highlight their unique features with the help of YouTube ads to boost the visibility & awareness of baking products our platform Pulse filters the videos twice, the first filter is based on likes, engagement & views. In the second step the filter analysis sponsored or user generated content

Pulse
by Xapads

Scanning and filtering of video

Quality filter 1 based on analytics (likes and dislikes, views etc.)

Quality filter 2 based on sponsor/user generated content

LEVERAGE THE AD PLACEMENTS

We leveraged different ad formats and storytelling techniques to boost completion rates.

Awareness Stage

Consideration + Conversion Stage

Pulse
Youtube & Instagram AI Context based precision advertising

unwire
Cutting the Cords
Precision-based targeting of ads across CTV

xa xaprio
Innovative rich media storytelling
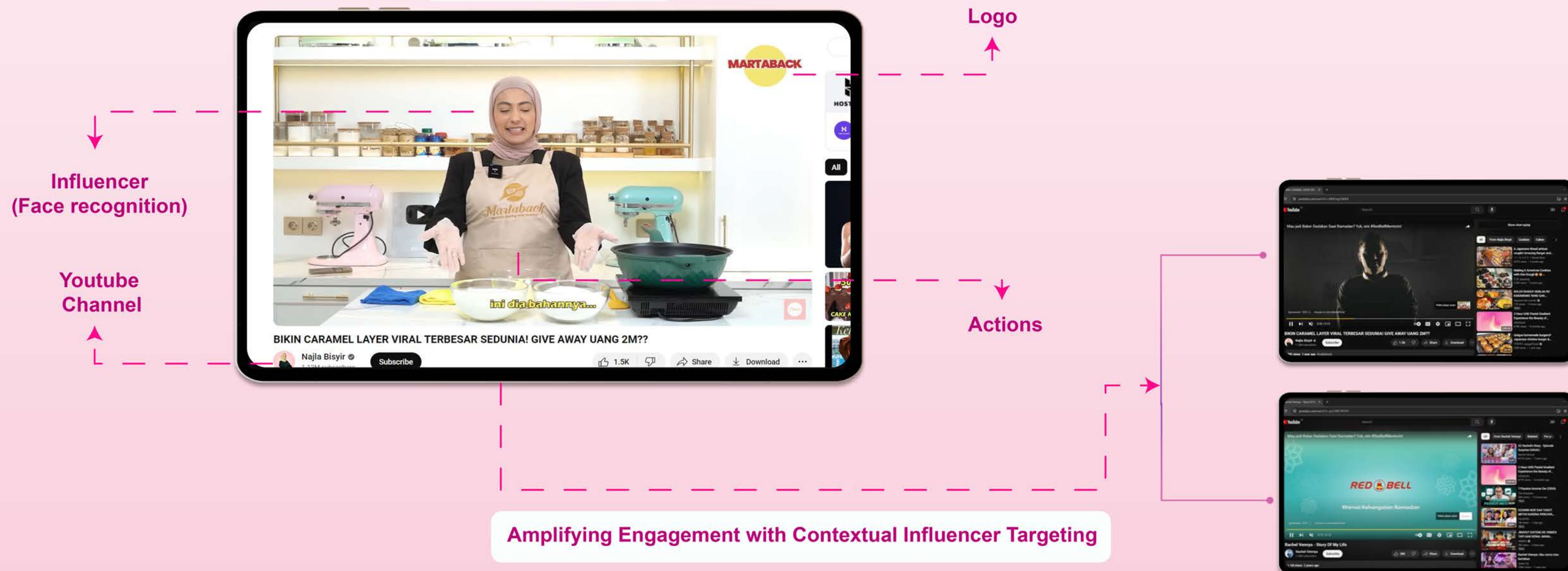
AMPLIFY REACH VIA pulse by Xapads

Using Pulse, we implemented trigger-based targeting to hone in on the perfect influencers on YouTube. By utilizing actions, face recognition, YouTube channels, and logos, we ensured our ads reached the right audience.

Trigger-Based Targeting

Logo

Influencer (Face recognition)

Youtube Channel

Actions

Amplifying Engagement with Contextual Influencer Targeting

AMPLIFY REACH VIA Pulse by Xapads

Pulse leverages contextual video level targeting to amplify engagement. By focusing on relevant influencers and precise triggers, we created highly engaging content that resonated with our audience.

YouTube Channels

BIKIN PUDDING PAMAN BARITO ANTI GAGAL! LEMBUT BANGET!
Najla Bisyir ✔
1.14M subscribers
Subscribe

YouTube Channels	Impression	YouTube Channels	Impression
Koepoe koepoe	97668	Baking activity	15141
Blueband	227892	Bake Toujours	53125
Fadil Jaidi	61548	Sweet Dreams Bake Shoppe	29112
Denny Sumargo	419501	Broma Bakery	12181
Asahid Tehyung	401542	Everything Just Baked	39123
Noice	221574	Buttercut Bakery	21346
Najla Bisyir	70805	Curious Cat Bakery	18197
Rachel Vennya	55535	Taste Bakery	29163
Arafah Rianti	53225	Cupcake Jemma	95158
Baking cake	83165		

AMPLIFY REACH VIA CTV

To utilize Unwire's advanced targeting capabilities, ensuring we reach a broader audience, we displayed the advertisement on CTV.

unwire
Cutting the Cords

Precision based targeting of Ads across CTV

Home   Series   Movies   Anime   Sports   TV Show   Others ▾   Vidio | Premier League

2 of 3 · 09s

1.5M+

Impressions

AMPLIFY REACH VIA RICH MEDIA

After showing the advertisement on CTV, we tracked addresses to showcase it on mobile, boosting impact.

Innovative rich media storytelling

3.3M+

Impressions

VISUALIZE COLORFUL CREATIONS

We created an interactive and engaging Rich Media advertisement, that let the users bake a cake of their choice while using flavors available by Redbell.

Clicks 7.6K+	Clicks 52K+	Clicks 35.9K+	Whatsapp - 21.5K+ Shopee - 5.3K+

Innovative & Immersive Ads

Clear role of the brand in the innovation

Video Ad & offerings showcased

Forwarding option to boost presence

OPTIMIZE CONSUMER EXPERIENCE VIA CROSS DEVICE TARGETING

To ensure seamless engagement, enhanced brand recall and user interaction we optimized the consumer experience via cross device targeting through Rich Media to Storytelling to CTV

Impressions	**319 K+**
Video Complete	**304 K+**
CR%	**95.40%**

CTV to Storytelling

OPTIMIZE CONSUMER EXPERIENCE VIA CROSS DEVICE TARGETING

To ensure seamless engagement, enhanced brand recall and user interaction we optimized the consumer experience via cross device targeting through Rich Media to Storytelling to CTV

Storytelling to CTV

Impressions	500 K+
Clicks	9 K+
CTR	1.93%
Engagement	22.63%

RESULTS - PULSE

Line Item	Impressions	Clicks	Views	CTR%	VTR%	Planned Imp	Achieved%
RedBell ID CPM	2M+	12.2K+	1.3M+	0.58%	65.04%	2M	104.82%
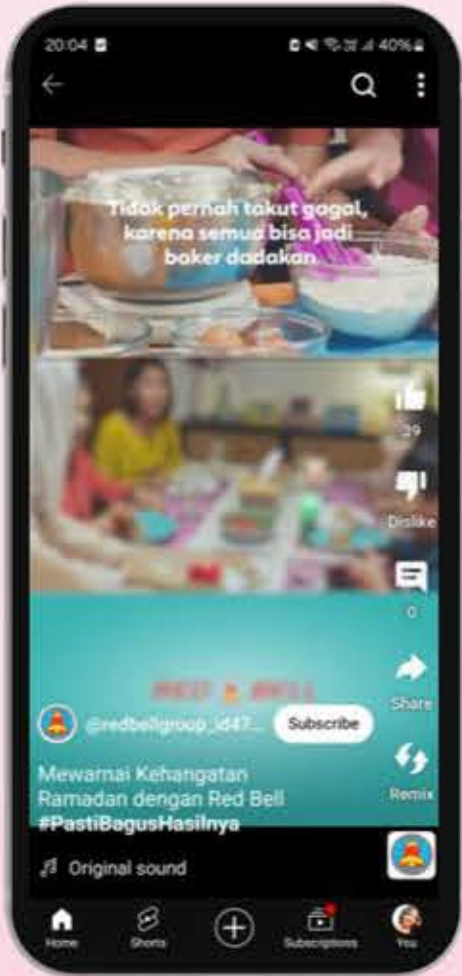
On Mobiles

Impressions	1M+
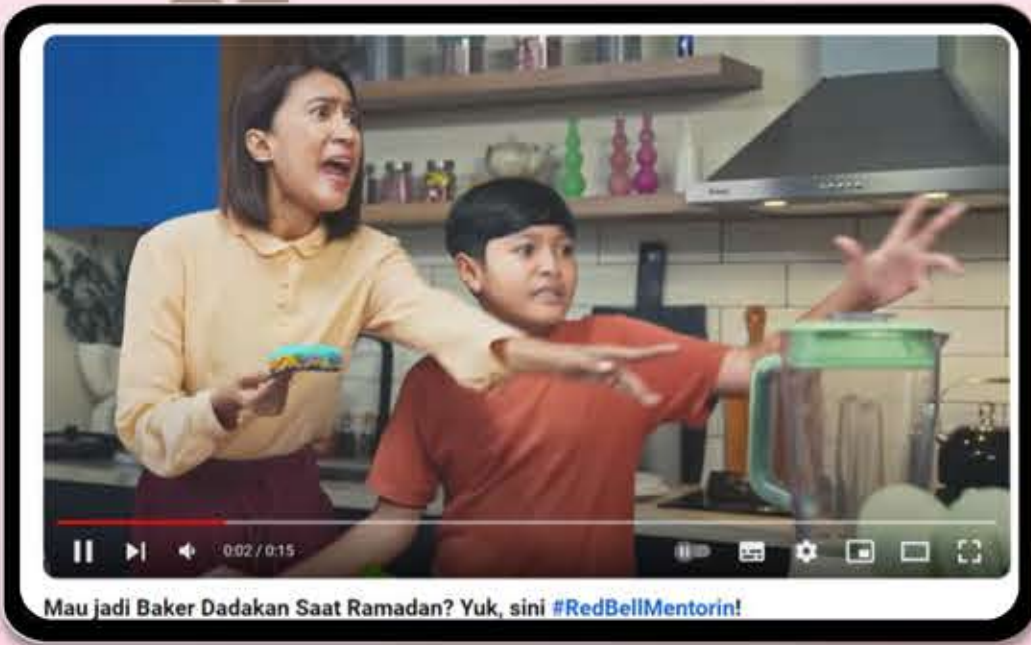
On Tablets

Impressions	16K+

On Desktop/Laptops

Impressions	975K+

Sales

28%

THANK YOU!

ASSOCIATE MEMBER OF

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