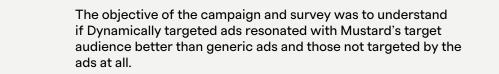
Case study

Mustard

Smart Study: Mustard Dynamic creative





Idea and execution

Objective

Octave set up four Mustard ads so that each would be heard by the respondents. This included one generic ad and three location and age-targeted ads. Two of the targeted ads were for Birmingham 34-54-year-olds. One of the ads was targeted at Manchester 35-44-year-olds. Each piece of audio had dynamically generated location and age characteristics. For instance, if a user was aged 35-44 in Birmingham the audio played would say "a driver 37 in the West Midlands"

After each ad was played, a series of questions were asked about the impact of the ad. The sample were then segmented to look at the targeted ad respondents vs. the non-targeted ad respondents.



Results

Across all cases, there was higher Awareness (+14ppt), Relevance (+14ppt), and Intent (+5ppt) for the targeted respondents vs. the non-targeted respondents. This demonstrates that dynamically targeted creative can be much more effective when wanting to connect with specific audiences.

