

Smart Study: Mustard Dynamic creative



Objective

The objective of the campaign and survey was to understand if Dynamically targeted ads resonated with Mustard’s target audience better than generic ads and those not targeted by the ads at all.

Idea and execution

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.

+14ppt

lift on recall of those targeted over those not targeted

+47ppt

lift in favourability for those targeted 34-54 in Birmingham

+26ppt

lift in awareness for those targeted 34-54 in Birmingham

+33ppt

lift in purchase intent for those targeted 34-54 in Birmingham