

DON'T LET BUILDING BRAND AWARENESS DRIVE YOU NUTS



CAMPAIGN DETAILS

ADVERTISER: *Hipmunk*

AGENCY: *Chong + Koster*

GOAL: *Build brand awareness*

SUMMARY: *Hipmunk launched a programmatic branding campaign, and used Nielsen Digital Brand Effect to measure and optimize its brand impact.*

RESULTS: *Hipmunk validated their branding and programmatic investment by driving an increase in awareness 6x the Nielsen norm, and gained audience and campaign execution learnings they could apply to future campaigns.*

BUILDING AWARENESS PROGRAMMATICALLY

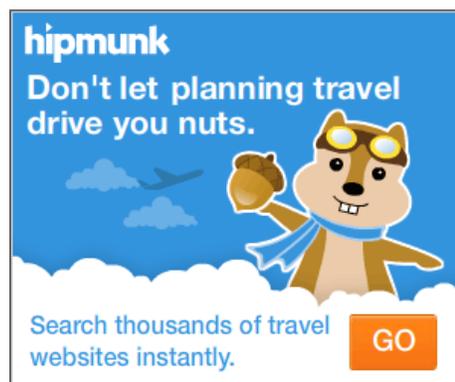
Planning a vacation can be overwhelming. From deciding where to go next to finding a place to stay, consumers can spend a lot of time searching for the best deal. With a number of travel planning sites to choose from, building brand awareness is essential to capture the mindshare of consumers so they know where to turn when they are ready to book their next trip.

Hipmunk offers a comprehensive travel search, from commercial and charter flights to hotels and vacation rentals. The site and mobile app help save time and money by comparing top travel sites to show the perfect flight or hotel at the cheapest price. To build brand awareness, Hipmunk partnered with Chong + Koster to build a programmatic digital advertising strategy to precisely and cost-effectively market to key audiences. To better understand the impact of the campaign, Hipmunk turned to Nielsen Digital Brand Effect. By measuring campaign effectiveness in real-time, the Hipmunk team was able to optimize brand lift in real-time to drive performance against their primary marketing objective – awareness.

HIPMUNK USED NIELSEN DIGITAL BRAND EFFECT TO OPTIMIZE THE IMPACT OF THEIR PROGRAMMATIC BRAND ADVERTISING

“Using Nielsen Digital Brand Effect gave us visibility into how our marketing efforts were impacting brand awareness in real-time. This allowed us to optimize our campaign while it was running to maximize the impact. We also gained valuable learnings to better plan for upcoming campaigns.”

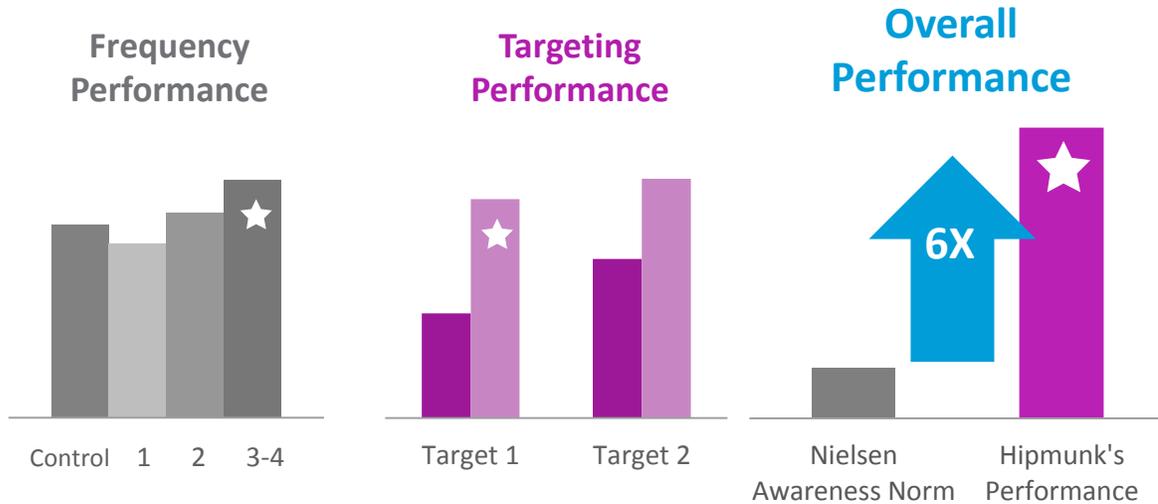
Roxy Young, VP Marketing, Hipmunk



MARKETING TIP:
No matter how it's bought, branding efforts, such as driving awareness, must be measured using relevant brand lift metrics.

BUILDING AWARENESS PROGRAMMATICALLY

Hipmunk used the real-time brand lift metrics in the Nielsen Digital Brand Effect interface to identify and optimize to the most effective campaign elements driving awareness.



MARKETING TIP:
Real-time data is key to optimizing your brand campaigns in-flight to maximize campaign effectiveness.

THE RESULTS



DROVE AN INCREASE IN AWARENESS 6X NIELSEN NORM



OPTIMIZED AD FREQUENCY IN-CAMPAIGN TO INCREASE BRAND LIFT



USED LEARNINGS TO REFINE MARKETING PLAN AND MEDIA BUYING

WHY NIELSEN DIGITAL BRAND EFFECT?

MEASURE AND OPTIMIZE DIGITAL CAMPAIGN PERFORMANCE USING A BRAND RELEVANT METRIC



Nielsen Digital Brand Effect measures digital brand advertising performance in real-time using a brand relevant metric – brand lift. Using brand lift, marketers are able to understand how effective their campaign was in achieving their primary branding objective. The performance of key campaign elements driving overall brand lift – creative, target, and frequency – are shown in real-time in an intuitive, web-based dashboard, allowing marketers to identify optimization opportunities while the campaign is still running. The learnings from measuring brand lift consistently across brand advertising campaigns can also inform future planning efforts to improve overall advertising performance and maximize ROI.