National

Meta
Authorized
Sales Partner

Maximizing ad recall with video ads using Thruplay optimization

National Foods Pakistan leveraged video ads with ThruPlay optimization to boost ad recall and consideration of National Mayo, which resulted in a 12.9-point lift in ad recall surpassing regional norms.



THEIR STORY

A food company

National Foods offers a complete food solution with its extensive range of culinary and snacks brands. It operates in 11 diverse product categories that cover Recipe Mixes, Ketchup, Mayonnaise, Pickles and many others.

12.9PT

lift in ad recall

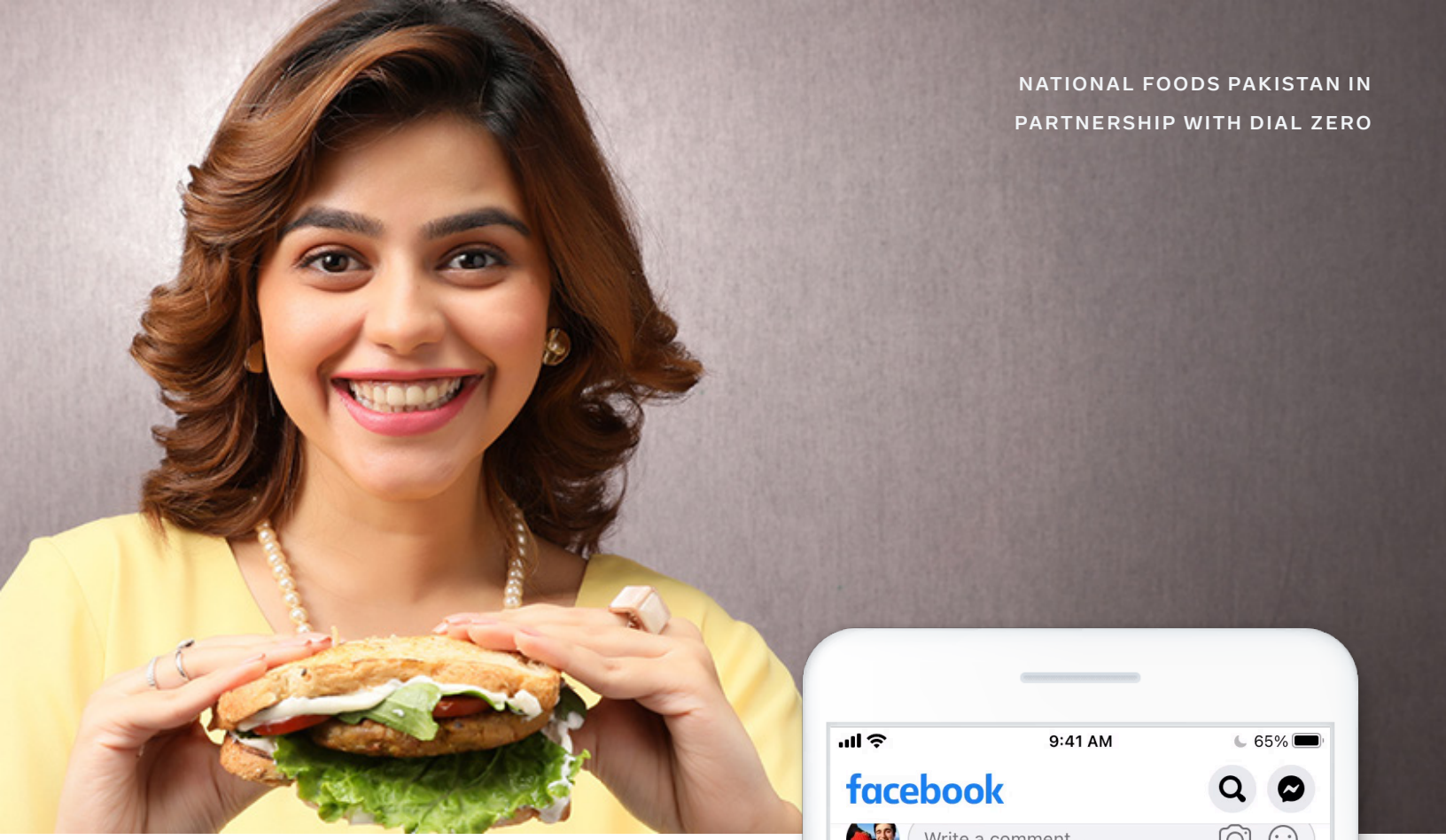
3.2PT

lift in consideration

70%

completed video views where In-Stream placement added





NATIONAL FOODS PAKISTAN IN PARTNERSHIP WITH DIAL ZERO

THEIR GOAL

Driving brand awareness

National Foods aimed to increase awareness and recall for their brand, National Mayo, by leveraging consumers' seasonal purchase patterns and video advertising.



THEIR SOLUTION

Maximizing Reach

National Foods partnered with their media agency, Mediavest Pakistan, to objectively drive brand awareness and sales for their brand National Mayo. To achieve this, an adaptive creative campaign was developed across Facebook and Instagram that featured a 15 second eye catching video showcasing product superiority and functional benefits with the tagline, “Mix it, Dip it, Love it!”.

National Foods partnered with Meta Authorized Sales Partner, Dial Zero, and optimized Meta’s ability to reach relevant audiences based on a segment mix of demographics and interests, as well as geographically targeting the metro and non-metro diaspora. The campaign showcased ads appearing on Facebook News Feed, Instagram News Feed and In-Stream Videos.

To measure performance against the brand objectives, a brand lift study was commissioned to understand the impact of their advertising on ad recall, consideration and favorability.

Driving video view completion by adding In-Stream placements helped the campaign further maximize breakthrough of the content and drove impact on brand and sales metrics.

THEIR SUCCESS

Exceptional brand uplift

The campaign ran from Feb 17–Mar 3, 2021. A Meta brand lift study found a positive influence on ad recall and consideration across defined audience segments for the brand National Mayo.

- 12.9-point lift in ad recall (Results were determined using a brand lift study)
- 2.2-point lift in consideration (Results were determined using a brand lift study)
- 70% completed video views where In-Stream placement added (Reporting Data from Meta Ads Manager)

"The power of customer networks and the ability to measure business and brand results on Facebook has never been so promising. With this campaign, National Foods took a test, learn and apply method by using a data-driven approach that helped drive both sales and market share uplift for our Mayo brand on a national as well as regional playground."

RIZWAN ALI, HEAD OF DIGITAL & MEDIA
NATIONAL FOODS LIMITED

Source: Dial Zero, 2021
Disclaimer: Client-supplied ad campaign metrics are individualized.
Other experiences and results achieved will vary.