



SATUMAA FAMILY BUSINESS

Grandiosa combines YouTube and Television to roll out new line of pizzas

Pizza brand Grandiosa add YouTube to their traditional media mix for the launch of a new product line in Finland.

Since the relaunch of the brand in 2003, Grandiosa has become a firm favorite with pizza lovers in the Nordic region. Owned by parent company Orkla Group, Grandiosa is the most popular pizza brand in Norway and has significant sales in Sweden, Denmark and Finland. In a recent campaign, Grandiosa launched 'Pizzatasku' (pizza rolls) in Finland, for which they adopted a strategy including broad-spectrum television advertising and targeted video ads on YouTube.

YouTube enhances traditional TV campaigns

"We've always used TV, but we know that our audience is moving online quickly," says Johan Finnberg, Product Group Manager at Orkla Foods, "so even though TV's reach metrics are still good, we wanted to explore the better targeting possibilities of online video."



For the campaign, which was focused on driving the target audience to a special site where they could design their own pizza rolls, Grandiosa utilised TV to create buzz and then a range of online creative variations to encourage engagement. "We used TV primarily for awareness, and YouTube to get people to make their own videos and interact with the site," says Johan.

© 2016 Google Inc. All rights reserved. Google and the Google logo are trademarks of Google Inc. All other company and product names may be trademarks of the respective companies with which they are associated.

About Grandiosa:

- Pizza brand born in Norway
- Has since expanded across the Nordics
- Owned by Orkla Foods
- www.grandiosa.fi

About OMD:

- Integrated communications agency delivering media and marketing solutions in Finland and globally
- www.omb.com

About Satumaa Family Business:

- Satumaa Family Business is a Nordic advertising agency with offices in Copenhagen, Helsinki, Stockholm, Tallinn and Turku.
- www.sfbagency.com

Goals:

- Engage audiences with fun, impactful campaign
- Get results from strong YouTube related content
- Raise awareness of new product
- Drive sales

Approach:

- Find new ways to harness previously successful YouTube content to engage audiences
- Launch awareness of brand and product

Results:

- 18.7% lift in brand awareness
- 2111% lift in brand interest
- 111% lift in ad recall

The campaign began with three weeks of television activity to introduce the new product, and then continued with two additional months of promotion on YouTube to consolidate the launch and drive engagement with the interactive site. "We used more online video than normal, with specific creatives rather than just rerunning our TV creative on YouTube," explains Johan. "We knew that similar content was popular online and we wanted to target that audience, so we used TrueView to connect with them without being intrusive."

Winning a slice of the market

During the span of the campaign, Grandiosa ran Brand Lift studies to assess the impact of their online activity. In total, they observed an 18.7% increase in brand awareness among the audience who saw their video creative, while a comparison between the group exposed to the campaign and a control group revealed an incredible 2110% lift in searches for brand keywords.

"The campaign had a big impact on revenue, over-achieving on its targets and making the product stand out in our portfolio," says Johan, looking back on the outcome of the campaign. "Tapping into content that was already interesting to our target group and then engaging them with creative specially designed for digital was key for us. We've gained lots of new insights into how online video works, and we'll be using YouTube more in the future."