


“Partnering with DoubleClick to consolidate all Mondelez activities in MENA allowed us to effectively achieve a single user view across display and video with amazing reach results.”

—Roli Okoro, Director, Audience On Demand Data, Technology & Innovation, Publicis Media MENA



“We're really happy with how unifying our campaigns through the DoubleClick stack enabled us to maximize reach at a much higher efficiency, while staying true to our brand values.”

—Krinio Christaras, Head of Media, Mondelez MENAP



Goals

- Increase brand awareness and maximize reach were the primary campaign objectives

Approach

- Unify the campaign in DoubleClick Bid Manager to control the reach and manage frequency
- Launch campaigns across mobile web, mobile app and desktop environments
- Complement display with TrueView on DoubleClick Bid Manager
- Implement brand safety to ensure Mondelez only appears against safe surroundings
- Use viewability targeting for desktop and mobile

Results

- Reduced cost per unique reach by **47%** compared to previous campaigns targeting the same audience on other platforms
- Used a single platform to frequency cap the campaign which effectively maximized unique reach
- Achieved **54%** increase in unique reach compared to previous campaigns