Magic ingredients for online success
MIE 4th of February 2016
The importance of digital
How did we start?
Evolution within Nestlé

- Static posts
- Television commercial on internet
- Muted video
- 360 video
We do not go online, we LIVE online
And it keeps changing
There is a need for digital pretesting
How many ads are really effective?

RESPONSE: Index based on Reaction
What works?

EEN BIERTJE IN JE EIGEN KROEG...
What works?
How to improve your digital Communication?

1. Break through the clutter
2. Effectively communicate brand and message
3. Content
What makes us notice?
What about Facebook?
Do all video’s have the ability to break through?

Ad Recognition
Unaided Brand Recall
Message Clarity

- 30 to 60 seconds
- 61 to 90 seconds
- 91+ seconds
Yes, but long videos need to work harder.
And you need to be likeable and different
Effectively communicate brand and message
it simple Keep
What about brand cues?
What about response?

Product in use
What about response?

Fast cut’ - fast moving images/scenes (fast-forward/back-ward)
What about response?

Human presence
What about response?

Music

Humor
What about response?

Integrated brand cues
However....

Brand Fit

Relevance
No one size fits all
Any questions?
Thanks for your attention!