

REACHING NEW BRAND AWARENESS MILESTONE

A new health and wellness company focuses on programmatic, search, and social and achieves a 40% brand lift and 224% increase in website traffic among the health-conscious consumer.

STORY & CHALLENGE

Providing premium all-in-one vitamins for adults and kids, this California-based preventative health and wellness company needed an experienced digital media partner to help them navigate and develop an impactful advertising strategy and campaign to drive their brand launch. The wellness industry faces a double-edged sword: its products have never been more popular, but it is a highly competitive and oversaturated category, making it challenging for new brands to impact market share.

GOAL

- Drive maximum awareness across the health-conscious, on-the-go women and mom audience.
- In addition to brand equity metrics, focus on business-moving metrics - return on ad spend (ROAS)
- Lean into the flexibility of digital and test various creative messaging and formats.

SOLUTION

To meet these needs, the brand teamed up with Basis Technologies to leverage their award-winning Media Strategy and Activations team to design and implement a massive two-phased effort to maximize awareness and sales across the audience segments in select markets.

APPROACH

- 🕒 Leverage Category Development Index (CDI) and Brand Development Index (BDI) analysis to identify target markets best positioned for sales growth.
- 🕒 Two-phase activation that included a pure awareness launch followed by a full-funnel mix of upper-funnel awareness tactics, and mid- and lower-funnel tactics to close the loop—all driving to their eCommerce site and Amazon.
- 🕒 Ensure Nielsen brand study captures sentiment and sales lift throughout the journey.
- 🕒 Create a long-term, strategic audience segmentation framework to drive repeat purchases, additional product consideration, look-a-like expansion of existing audience, and additional consumer profiling.

RESULTS

● **40%**
Brand Lift

● **\$2.00**
ROAS

● **224%**
Increase in Site Visits

● **76%**
Video Completion Rate (VCR)
(Goal 70%)

BASIS TECHNOLOGIES SOLUTIONS USED

THE TECH: BASIS DSP

It's the only DSP united with programmatic, search, social, and site direct via a single interface. Basis DSP grants access to an entire programmatic universe of inventory, audiences, and data sets. It allows us to deliver unmatched cross-channel performance while streamlining and enhancing the entire digital media planning, buying, and activation process.

THE SERVICE: MEDIA STRATEGY & ACTIVATION

While our technology sets us apart, our unparalleled Raving Fan service are what help move your business even further. This combination of technology and services not only contributes to superior performance, but it is what makes Basis Technologies an industry leader.

With Media Strategy & Activation our team of expert media specialists partner with you to develop forward-thinking, omnichannel solutions based on market intelligence, to develop audience insights, data requirements, and measurement plans. Operating as a true extension of your team and leveraging over two decades of experience.



APPROACH



PROGRAMMATIC



SEARCH



SOCIAL



VIDEO



NATIVE DISPLAY

DEVICES



CONNECTED TV



DESKTOP



TABLET



MOBILE

