

OBJECTIVE

Spreading the message on refreshed nutritional guidelines.

Activate core influentials for a leading soft drink brand to boost marketplace awareness and support for their new standards.

ACTION PLAN

AUDIENCE INSIGHTS



Policy Makers

Informed voters with a college degree, or vote in most or all elections.

AUDIENCE INSIGHTS



Civic-minded Adults

Have signed a petition, purchased products based on company's involvement with an issue.

RESULTS

OUTCOME

The campaign over-indexed against the upper ranges of politically engaged online users.

47% more likely
to be an influential voter

12% more likely
to have college experience

11% more likely
to have an advanced degree

38% more likely
to be in top 3 political engagement segments

BACKGROUND

CLIENT

A major beverage company

GOAL

Spread the message about new public service campaign and refreshed nutritional guidelines.

TARGET CRITERIA



POLICY MAKERS IN SEVEN KEY GEOGRAPHIC AREAS



CONSUMERS