

CASE: ANTHON BERG DIGITAL AUDIT

DIGITAL PLAYBOOK FOR HIGH-IMPACT SoMe CAMPAIGNING

How to maximize creative effectiveness and
brand impact from digital advertising across
content formats and platforms



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WITH TODAY'S DIGITAL PLATFORMS WE PUBLISH CREATIVES 3+ TIMES A WEEK... MARKETING IS UNDERGOING DRASTIC CHANGES. IPSOS HAS DEVELOPED A STRATEGIC TOOL FOR US TO BETTER SET UP PRECISE CONTENT TARGETS AND DEVELOP CAMPAIGNS THAT BUILD BRAND RELATIONSHIP ON ANTHON BERG'S AND NOT ON THE PLATFORM'S PREMISES.

Group Brand Lead, Anthon Berg





The Digital Playbook provides us with common reference points when developing and posting digital content. This has great value to our organization with many stakeholders and different product lines. We can now improve our forward-looking media strategy and content because we are able to give more precise briefings. This strengthens us both internally and in relation to our creative agencies. ”

ANTHON BERG SoMe DIGITAL AUDIT

Like most bands, Anthon Berg is experiencing how the marketing landscape is changing significantly. From previously publishing a large advertising universe perhaps every three years, Anthon Berg now publishes more than 3 times a week on digital platforms. It places new demands on the content, which must deliver a high ‘impact on brand’ and not just the ‘reach’ that SoMe platforms settle for.


Using the Creative Excellence toolbox, Ipsos has done a digital audit by testing 8 different Instagram ads and influencer content. The results, combined with Ipsos’ extensive experience base, bring together meta-learning in a Playbook. It functions as a strategic reference on how Anthon Berg gets the most out of its digital marketing – in both short and long term.



Digital is projected to get

70%

of total media budgets by 2024 with Instagram, YouTube and TikTok taking a significant share.

eMarketer, 2023  EMARKETER

THE CHALLENGE

Strengthening Anthon Berg's opportunities to develop and embed content on social media that builds customer relationships, supports sales and strengthens Anthon Berg's brand:

- How does different digital content on social media perform with relation to efficiency (reach/cost) and effectiveness (brand attention/long-term)?
- What types of messages, form and content contribute best to Anthon Berg's marketing goals and how to best collaborate with influencers?
- Which strategic guidelines and insights will strengthen both Anthon Berg's internal prioritization of digital in the marketing budget as well as the collaboration with external content developers?

THE PROCESS

Test of 8 different creatives/digital ads using Creative Spark Digital towards a sample audience of chocolate non-rejectors. Creatives consisting of both in-feed and reels. A mix of statics and videos. And with both high and low production budgets.

All creatives are shown in a live digital context of the platform (Instagram) the creative is intended to be able to perform in. Allowing the respondents to navigate in the platform with natural opportunity to see and interact with the creative.

Workshop-presentation with both client, creative agency, SoMe-agency, media-agency and Ipsos participation; supporting mutual learnings and the development of future creatives.

THE RESULT

"Focus on content creation has risen on our internal agenda. We can now document what drives effect in our digital marketing which is extremely important for us with the ongoing paradigm shift in marketing."

Group Brand Lead, Anthon Berg



View time is not strongly linked to longer-term effects – it's good quality viewer experiences that matter to advertising effectiveness.



Appetizing and entertaining content drives viewer behavior and relationship building. Highlighting the importance of perceived appeal in Anthon Berg's marketing strategies.



Specific insights on how to balance content in order to achieving both short term behaviour change and long-term equity building.



A sectionized SoMe Playbook to empower social media advertising: How to enhance efficiency and optimization. Brand linkage and how to enhance the power of brand assets. Collaboration with content creators/influencers.



We have a very good collaboration with Ipsos. I'm a big fan of the online dashboard, in particular where you can interact with, break down data and look into loads of details.

Trust is the main reason why I have chosen to bring all our other external partners into the process. As an objective source of consumer perspectives, Ipsos is able to take the competitive

element out of the room and put consumer experiences in there instead. Then we can focus on the common mission of learning and becoming good at what we all do. It's a special competence with Ipsos that adds great value to both the process and our business.

Group Brand Lead, Anthon Berg

BE SURE. ACT SMARTER.

Creative|Spark Digital is a powerful online testing tool and part of Ipsos' Creative Excellence toolbox for advertising and campaign development, analysis and impact measurement. A Digital Audit consists of simultaneous testing of several creatives/ads, where results are analyzed and reported cross-sectionally and supported by meta-learnings based on Ipsos' benchmarks.



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