



Bosch Increases Brand Awareness for its Cordless Vacuum Cleaners by 30% with Outbrain

Vertical

Home & Lifestyle

Objectives

Brand awareness
Purchase intent

Products

Outbrain Amplify
Story Sequencing

Overview

Cordless vacuum cleaners from Bosch's Unlimited series are handheld, powerful, flexible, and have a long service life thanks to multi-unit batteries.

Together with its agency, Segmenta Communications, Bosch turned to Outbrain to increase brand awareness for its innovative devices via Outbrain's premium publisher network.

A True Engagement Brand Lift study was conducted in partnership with Nielsen to measure the impact of Outbrain's campaign on the perception of Bosch's products and their key features. In addition to measuring brand lift, an increase in purchase intent and the ability of consumers to recall of the product's features were also measured.

Results



+30%

Increase in general brand uplift
Which brand do you associate with cordless vacuum cleaners?

+25%

Increase in purchase intent
How likely are you to consider buying from Bosch the next time you purchase a vacuum cleaner?

+20%

Uplift for product features
What do you look for when buying a cordless vacuum cleaner? (Battery most important buying criteria.)



Bosch Increases Brand Awareness for its Cordless Vacuum Cleaners by 30% with Outbrain

Results

The Nielsen study showed a significant increase in brand perception and preference for the group that engaged with the Bosch vacuum cleaner content via Outbrain. Compared to the control group, they were more likely to associate the Bosch brand (+30%) with battery-powered vacuum cleaners. Moreover, they were more likely to buy a Bosch product (+25%). The effectiveness of native advertising was also measured in the recall of product features, such as the ability to recall Bosch vacuum cleaners' long-lasting batteries, which increased by 20%.

True engagement

Outbrain's True Engagement Brand Lift measures the direct influence that native advertising has on the perception and consumer behaviour towards brands and products. The process provides insights into key brand metrics such as perception, preference, and recall. The Bosch study was carried out with 1,271 internet users in the autumn of 2019.

Testimonials

"We are extremely happy with the results we achieved with Outbrain. The placements with attention-grabbing formats on premium publishers, in combination with targeted creatives and optimised landing pages, ensured an increase in brand perception."

– Sebastian Wetterauer, Head of Digital Marketing, BSH Hausgeräte GmbH, Bosch

"The integration of Outbrain into our client Bosch's media mix was a great win for the campaign. In particular, the combination of native formats within high-quality publishers, which draws users' attention to Bosch products through content that is relevant to them, has generated a significant increase in purchase intention for Bosch's cordless vacuum cleaners."

– Dario Jürgens, Digital Marketing Director, Segmenta Communications

