CASE STUDY :
HOW FERRERO ROCHER USED CONTENT DISCOVERY TO BUILD BRAND AFFINITY AROUND THE HOLIDAY SEASON.

FERRERO

Product:
Outbrain Amplify

Vertical :
- CPG

Objectives:
Develop a brand positioning around the art of hosting.
Distribute premium content around the holiday season.

Context:
Ferrero Rocher, the historic flagship brand of the Ferrero Group, has been helping people for more than 30 years make their holiday entertaining even more beautiful. To support it's brand positioning, Ferrero Rocher built a content platform bringing together a wide variety of ideas and advice in line with its brand promise: "*Turn your special moments into a golden experience*".

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> **For the past few years, the Ferrero Group has been experimenting with the creation of content in order to offer qualitative experiences to consumers, thus fostering the development of a direct relationship and encouraging interactions with the brand.**
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> **Outbrain's content discovery proposition was an important channel for our content. Outbrain has enabled us to capture a large qualified audience, thus making it one of the most relevant and competitive channels in driving traffic to our branded platforms. "**
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> GUILLAUME DU GARDIER,
> HEAD OF DIGITAL FRANCE, FERRERO

Challenge: Ferrero developed a content strategy around the themes of art of hosting, the art of celebrating and bespoke DIY ideas, in order to connect the Ferrero Rocher brand with the festive moments associated with the end of the year holiday season. To ensure they reached the relevant, the brand needed a solution that would drive value and cut-through at a time of year when brands are all competing for share of voice.

Solution: By producing richly illustrated practical content, Ferrero Rocher was able to engage with a relevant audience, while strengthening its brand positioning. Outbrain's Content Discovery delivered a more qualified traffic than any other channel, thus enhancing campaign performance. Discovery also allowed for engagement within a relevant context and in line with the users interests. And finally, the Outbrain platform through its unique campaign setup allowed for far better campaign efficiencies.

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> **We are pleased to see Outbrain performing well in both quantitative and qualitative terms. But this campaign is above all an opportunity to demonstrate the decisive role of content and the site of redirection: quality content and optimized web pages are key for any advertiser who wishes not only to attract the interest of his target, but also sustain that relationship over time. .**
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> FRANÇOIS-XAVIER PRÉAUT
> REGIONAL DIRECTOR, SALES SOUTHERN EUROPE

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Results: After several tests alongside Display and the Social, Outbrain Content Discovery platform proved to be the most effective solution for Ferrero Rocher.

Outbrain not only generated the highest volume of traffic but also validated the relevance of the audience coming from their recommendations: a bounce rate of 8 points less than other native formats and a time spent on average 30% higher than Social and Display.

RESULTS

106,000
Visits generated on site, the best volume for all channels combined

+8 points
Average retention rate compared to other "native" channels

+28 %
Time spent compared to Social

+33 %
Time spent compared to Display