

Nestlé Purina Exceeds Awareness and Engagement Goals with Outbrain’s Native Awareness+ Suite

Vertical

CPG

Goals

Awareness

Products

Native Display
Native Video

Overview

Purina believes that people and animals are simply happier together. As one of the world’s leading pet food companies with strong, recognized brands such as Felix, Gourmet, Purina One, and Pro Plan, the Nestlé company is a reliable partner for pet owners.

Under the guiding principle ‘Purina in Society’, the company is committed to sustainability and social issues beyond the confines of the bowl.

To draw attention to its commitment and thus strengthen trust in Purina, the company partnered with Outbrain, a leading recommendation platform, via the Path agency.

Solution

To generate awareness for Purina’s social engagement while encouraging interaction with the brand, the pet food manufacturer and its agency Path relied on Native Display and Native Video from Outbrain’s Native Awareness+ suite. Goals were to achieve a high click-through rate as well as a high and cost-effective video completion rate.

Purina was able to capitalize on these rich creative formats that helped build their brand with premium ad placements and 100% share-of-voice, while providing the benefits of native with increased engagement and action.



Results

0.47%

CTR

+135%

Higher CTR with Native Display vs. Target

78%

video completion rate

-30%

CPCV With Native Video vs. Target

“For this campaign, the combination of awareness and interaction was particularly important to us. We wanted to make consumers aware of our ‘Purina in Society’ goals and our commitment beyond the bowl. At the same time, we also wanted consumers to engage with the issues we and they care about. Outbrain’s Native Display and Native Video solutions overperformed our targets on key KPIs and we can well imagine implementing further campaigns.”

– Maren Neubeck, Brand Manager at Nestlé Purina Petcare Deutschland GmbH