

# Brand Targeting Initiative with a collaborative branding campaign

Best Practice: DWS Investments Raises Brand Awareness by 42%



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\*Die DWS/DB Gruppe ist nach verwaltetem Fondsvermögen der größte deutsche Anbieter von Publikumsfonds. Quelle BVI, Stand: 30.11.2009

diagram1

## INTRODUCTION

From now on, premium publishers Axel Springer Media Impact, eBay Advertising Group (mobile.de), iq digital and OMS will be collaborating and offering a common targeting campaign across these publishers, their Brand Targeting Initiative. Advertising customers will profit from this initiative which will offer comprehensive, directly bookable targeting campaigns with unparalleled quality and coverage. The initiative will make it possible to reach over 31 million online users – around two thirds of all German users. In addition to being a high-range medium, the Brand Targeting Initiative offers new levels of quality through its accurately defined target groups, which are classified according to standardised criteria and can be booked across all participating publishers.

A branding campaign recently carried out on behalf of our client DWS Investments has shown just how much advertisers stand to gain from the Brand Targeting Initiative collaborative marketing offer. DWS Investments opted for a collaborative branding

campaign with a comprehensive portfolio comprised of premium publishers Axel Springer Media Impact, eBay Advertising Group (mobile.de), iq digital and OMS. The campaign's goal was to increase DWS's brand awareness. The technical aspects of the campaign were realised by targeting specialists nugg.ad.

## THE CAMPAIGN

In order to increase its brand awareness, DWS Investments relied on a collaborative branding campaign as part of the Brand Targeting Initiative, using the portfolios of ASMI, mobile.de, iq digital and OMS.

Users with a potential affinity to DWS Investments had to be found to ensure that the brand awareness campaign was carried out efficiently. They were identified during the first week of the campaign using the nugg.ad brand engagement measurement process, in which data is collected and prepared based on questions regarding brand awareness and brand sympathy. In a second step, the nugg.ad branding optimiser which was specially designed for collaborative branding cam-

paigns was put to use in its inaugural application. Based on the profiling information that was gathered, the advertisement (diagram 1) was focussed on the identified target group of DWS-sympathetic users from the second week onwards.

A further targeting method was applied in the form of intelligent frequency targeting, which was carried out across the publishers. This combination of frequency boosting and frequency