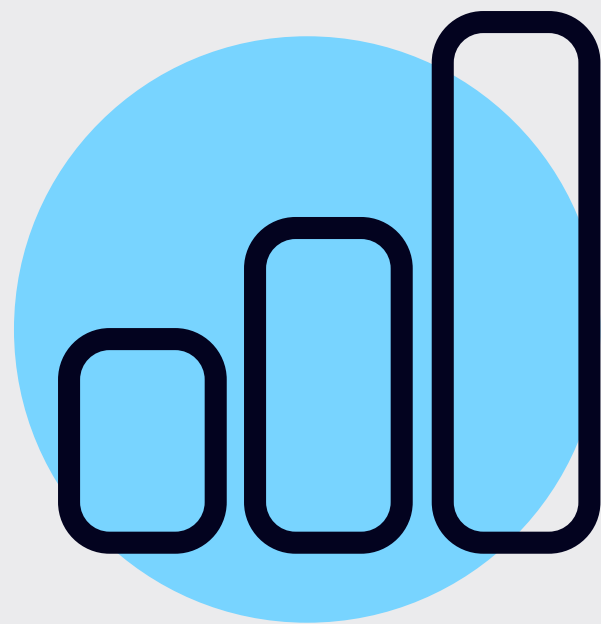


A photograph of two young girls with long blonde hair looking into an open oven. Inside the oven, a metal tray is filled with several round cookies that are in the process of baking. The scene is warmly lit, suggesting a home kitchen environment.

Vanilla unpacked:

A case study in baking

Getting back to baking.



76%

**sales uplift during
the campaign**



2x

**return on
ad spend**



16%

**continued uplift
post-campaign**

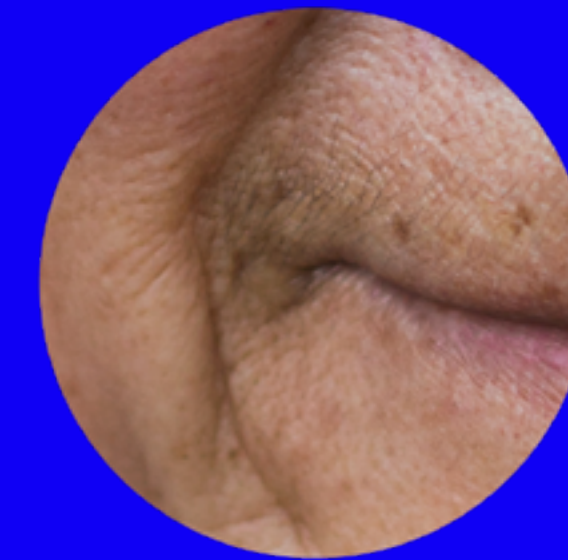
Aussie bakers were starting to doubt their sweet-making skills.

So as the reigning market leader for decorative treats, it was up to our partner brand to boost their confidence.

Their mission was to get **new** and **lapsed** bakers to try their products, by giving ‘apology free’ baking a go.

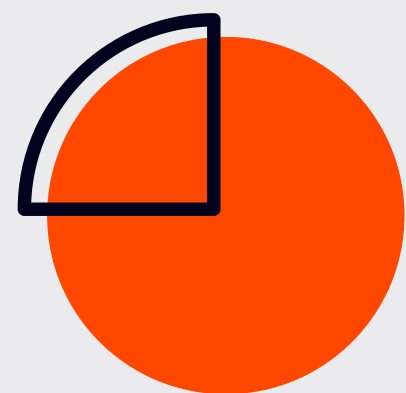
With a suite of campaign messaging created specifically for these two groups, the key to their success was highly accurate targeting.

Enter, **Unpacked by Flybuys.**





Finding bakers with a 'good enough' attitude.



To find people who were ready to start experimenting in the kitchen, we looked at who was (and wasn't) buying in the baking aisle.



From this, we built a mix of target segments based on active, lapsed, lapsing and new cooking audiences.

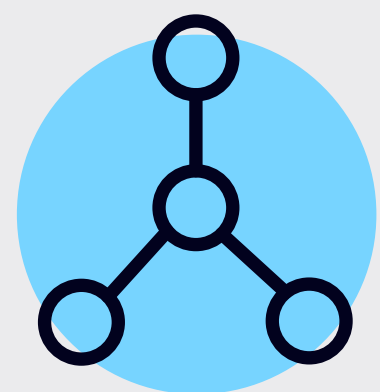




Targeting bakers who were already buying.



With messaging that spoke specifically to new and lapsed bakers, accurate targeting was the main ingredient of this campaign.



Using a mix of behavioural segments, we reached out to the known shoppers within the target audience. **This increased the effectiveness and efficiency the campaign's display banners.**



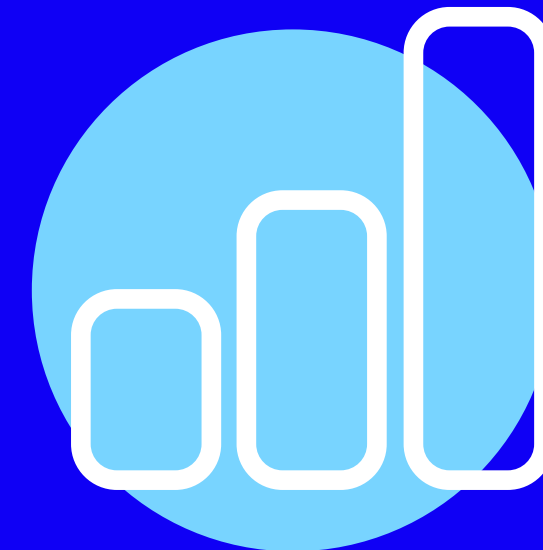
● results unpacked

200% ROI. That's a lot of vanilla.

New bakers made up most of the 76% sales uplift, with lapsed bakers coming in second. **The strong response from these two segments showed just how big an impact the right targeting can have.**

And while the results spoke for themselves, they didn't have to. We measured the impact of our partner's campaign and traced it back to the impressed audience, closing the loop between their ads and uplift.

But the sales uplift didn't end with the campaign. We ran a post-campaign report 12 weeks later, and saw a 16% sales increase from audience members who saw the ads.



76%
Sales uplift during
the campaign



2x
Return on ad spend



16%
continued uplift
post-campaign

Unpacking future bakers

Once we'd unpacked their new & lapsed audiences, our partner could use what they'd learnt to make their future marketing even stronger.

The next time they ran a similar campaign, they'd be able to:

- Re-engage their new customers,
- See which bakers were most likely to convert, and cross-promote new products to them,
- See the lifetime value of their customers through repeat purchase behaviours,
- And effectively judge their market share, compared with their competitors.

Thanks to Unpacked by Flybuys, this brand has all the ingredients they need to bring more bakers back to the kitchen, and keep boosting their ROI.



