

CASE STUDY

Hartwall Success Story

Hartwall wanted to test the brand impact of two different creative strategies: creatives with only the product packaging or a mix showing the product in use and its packaging. The hypothesis was that including imagery of the product in use would increase results. This was proven to be true, as all key metrics were better with the new strategy.

4.2pts

lift in Standard Brand Awareness compared to no lift for Business-as-Usual creative

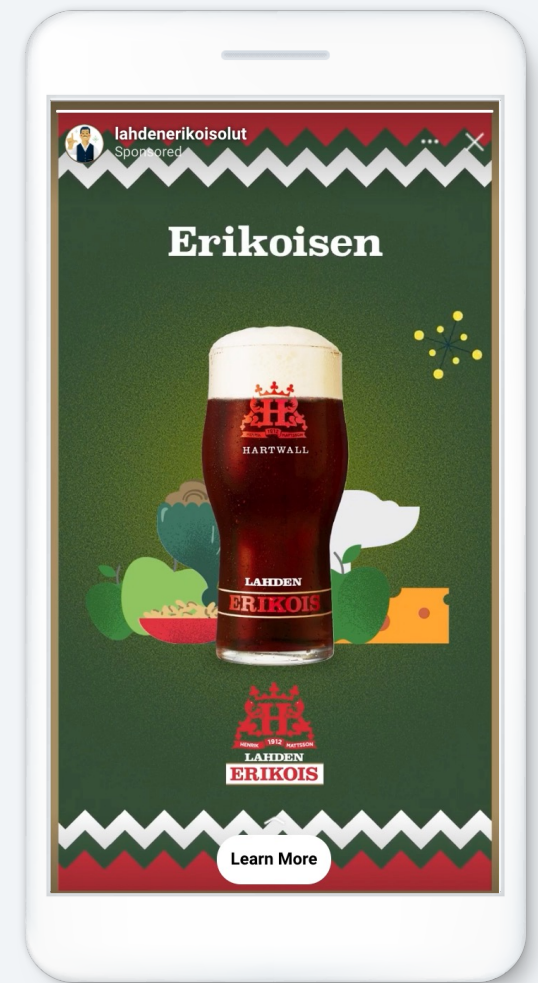
20.4 pts

lift in Ad Recall compared to 20.2 pts lift for Business-as-Usual creative

Dates: 31 Nov – 24 Dec 2020



PRODUCT PACKAGING
BUSINESS-AS-USUAL



VS.

PRODUCT IN USE

HARTWALL

“Facebook offered us the perfect platform to validate our hypothesis on strategically improving our creatives. Proving our hypothesis offers us valuable insights and guidance for future productions, helping maximize their impact and plan future test scenarios.”

Ari Nykänen

Product Manager, Oy Hartwall Ab