

Branded Content Campaign Case Study

How does multi-media content impact on brand partners?

The Challenge

Measure the **brand uplift** and **advertising effectiveness** for Carr's Ireland branded content campaign; Chef Adrian Eats Ireland, which ran across multiple media and formats.

Specific Objectives: To what extent does being exposed to the campaign boost:



The Findings

I really enjoyed the video

■ Agree ■ Neutral ■ Disagree



I would share this video or tell my friends about it



I would be interested in viewing more content...



I trust this content more because it's on RTE



Females tend to be more positive than males towards the content

1 in 2 of those that saw multi-media content report they really enjoyed the video as well as being interested in viewing more content like this.

Key Takeaways

33%

Uplift in propensity to purchase Carr's products

CLIENT COMMENT

"We know that over 70% of people are interested in food brands providing cooking tips. Utilising multiple channels, via RTÉ Create, has enabled us to reach that audience with engaging and inspiring content in formats that are relevant and have delivered demonstrable benefit to the brand."

Niamh Twyford, Head of Marketing, Carr's Ireland