

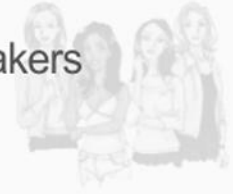


## campaign overview

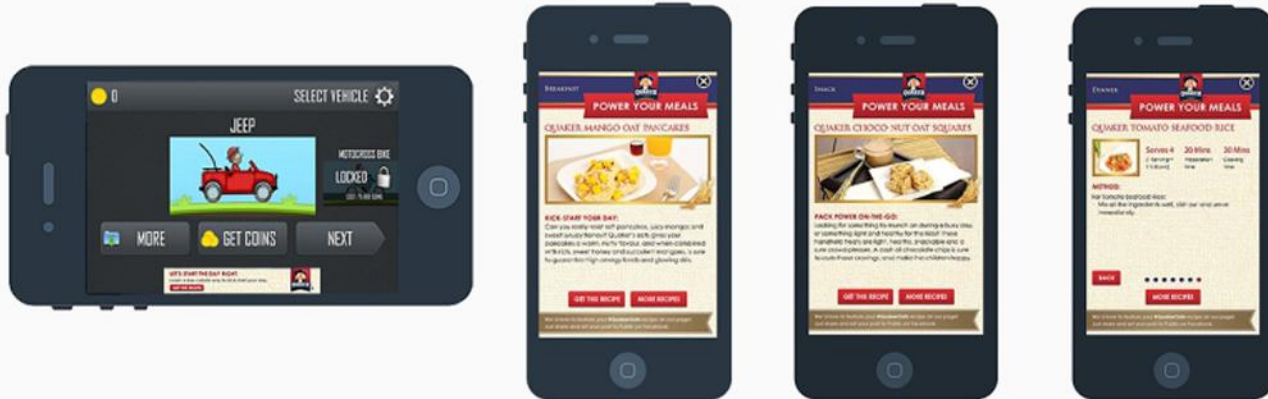
market Malaysia

objective creating brand awareness

target audience females 25-39, homemakers



## quaker sample creative for dinner



## market obstacles

Quaker Oats is only just beginning its penetration into the Malaysian market and the obstacles they have faced are the following:

- Traditional Malaysian cuisine is spicy with strong flavours, and in comparison, the hearty, mild flavour of oats aren't as popular and don't suit their taste buds.
- Quaker Oats has been generally regarded as a breakfast meal, and they wanted to move away from that concept in order to popularise the different products catering to other mealtimes

## mobilewalla solution

### Creative Strategy

- A dynamic creative was created, that changed according to the time of day. The creative was designed to share popular and different recipes, so as to raise awareness of the variety of dishes that can be prepared with oats
- In addition to this, the benefits of oats were shared to appeal to the health and diet conscious
- Different recipes for different mealtimes were handpicked based on popularity and consumer lifestyle, and day-parted, so that recipes for the

respective mealtimes were displayed, allowing the viewer enough time to prepare for those meals

- Viewers were also given the option to browse for more recipes or to share their favorite recipe with friends

Creative	Time of Day Run
Breakfast	4am-8am; 8pm-12am
Lunch	8:01am -3pm
Dinner	3:01pm- 7:59pm

Optimization Strategy: Real-time optimization 

- The campaign was optimized in real time, based on click through rates and secondary engagement rates.
- **Day-parting**- targeting audience at a more “popular” and “convenient” time as well as targeting them before mealtimes, allowing them to use the recipe to prepare their meal was one of strategies applied to achieve superior performance

## results



The Breakfast creative performed the best with the highest first screen engagement rate.



Highest number of people navigated to the landing page for the dinner creative, which also indicates an interest in exploring the variety of recipes



Age group 25-34 were the most responsive through the campaign