

Strongbow

Extending campaign impact with Facebook's reach and frequency buying



SUCCESS STORY

The apple cider brand brought nature to the city with a far-reaching campaign that reached 80% of its target audience on Facebook and drove a 10-point lift in message association with the brand.

12-point

lift in ad recall

10-point

lift in message association

4-point

lift in brand favourability

THEIR STORY

A global favourite

Strongbow is the world's leading cider and the number one cider in Czech shops. The Strongbow brand has been part of the Heineken International family since 2008, and was launched in the Czech Republic in 2015.



THEIR GOAL

Nature remixed

Strongbow wanted to continue building its brand in the Czech Republic with a campaign underlining its main messaging in the market: "Nature to the city" (*Příroda do Města*).

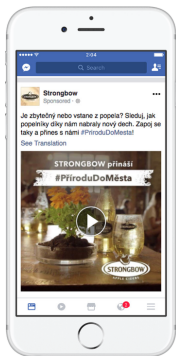
THEIR SOLUTION

Growing a garden

On May 31, 2017, the Czech Republic banned smoking in bars, restaurants, cafes and other public places. This major step was the subject of heated debate in the country. Strongbow decided to participate in this civic moment by creating a major digital and print campaign to coincide with the ban.

The campaign encouraged people to turn the millions of ashtrays that would be discarded after the ban into planters for flowers. The intent was to position Strongbow as a unique brand that brings friends together and helps reconnect people with nature.

The Facebook component of the campaign featured video ads optimized for the fast-paced News Feed environment. Strongbow used Facebook's reach and frequency buying to reserve the campaign in advance, ensuring that it would reach a high percentage of its target audience of 18- to 40-year-olds.



THEIR SUCCESS

Coming into bloom

Strongbow's Facebook campaign made a strong impression in the Czech market, building on the association between the cider and nature in the city in consumers' minds. Between May 31–June 23, 2017, it delivered:

- 12-point lift in ad recall
- 10-point lift in message association
- 4-point lift in brand favourability

Products used



Video adverts

Capture attention with engaging video adverts.



To expand the reach, we ran a multi-screen media campaign where Facebook played an essential role. Thanks to Facebook and Instagram, we managed to address almost 80% of relevant target audience within 4 weeks. Moreover, we succeeded in increasing the association between Strongbow and "Nature to the city" in the minds of consumers.

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