

Hello Products New Toothpaste Launch

Hello Products uses TubeMogul's programmatic TV and digital video capabilities to successfully drive offline sales.



THE CHALLENGE

Hello Products is an upstart consumer packaged goods company providing oral care products that are effective, delicious, beautiful, highly natural and made in the USA. To get people to switch to their new toothpaste, the company needed a smart, efficient way to launch their product line in multiple cities around the United States. Specifically, they needed to

drive awareness and consideration through advertising so shoppers would try and then buy their products in-store.

In a busy and mature category and with a modest budget compared to the incumbents, clever creative and cost-efficient media was critical to reach their target audience.

TubeMogul allows us to plan effectively and at incredibly efficient rates, but almost more importantly, they enable us to optimize on the fly. If the creative could be even better, we know quickly and can edit. If one target is more responsive than another, we can focus in on the best audiences for our message. This is the kind of partnership that actually levels the playing field for a start-up like hello allowing us to use our speed and responsiveness as a competitive advantage.

—Christi Botello, Marketing Director hello products

THE EXECUTION

To get it done, much of the company hit the road on a multi-city tour. As they went city-to-city, they gave out samples and coupons at branded events.

But they still needed a way to generate broader awareness and interest to get consumers to try, buy and switch to their brand.

To do this, hello turned to TubeMogul to efficiently assess the viewability and impact of their creative, identify and reach their most responsive target, and then deliver their message via digital video and TV.

Hello used TubeMogul to focus their TV spend against key demographics in specific regions. While the company was in Minneapolis, for instance, it used TubeMogul's platform to buy two weeks of regional TV including a spot during the NCAA Championship Game.

At the same time, they supplemented the programmatic TV buys with targeted digital video advertising in high-potential markets across psychographically relevant outlets.



Immediately, hello saw that their unique and compelling creative significantly outperformed the category benchmarks in both completion rates and click throughs.

Targeting for the programmatic TV and digital video buys focused on hello's key toothpaste-buying demographic and psychographic targets to keep the campaign efficient and effective. Identifying highly-responsive target audiences allowed hello to double down on what was working and leverage retargeting to further improve results.

THE RESULTS

In short, the plan worked.

Over the first months of the campaign, aided awareness **doubled** in advertised markets.¹

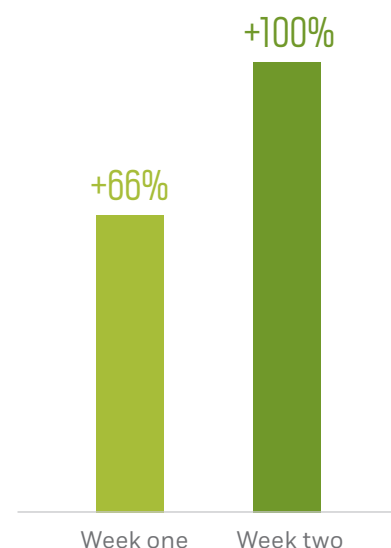
In the first week of TV advertising, sales increased in nearly every region they targeted. In Minneapolis, sales rose 66% above expectations. In the second week, sales doubled. In addition, the TV spot sparked a wave of new product awareness and interest.

During the #choosefriendly road tour that coincided with the PTV campaign, we found people spontaneously recalling our ad without prompting.

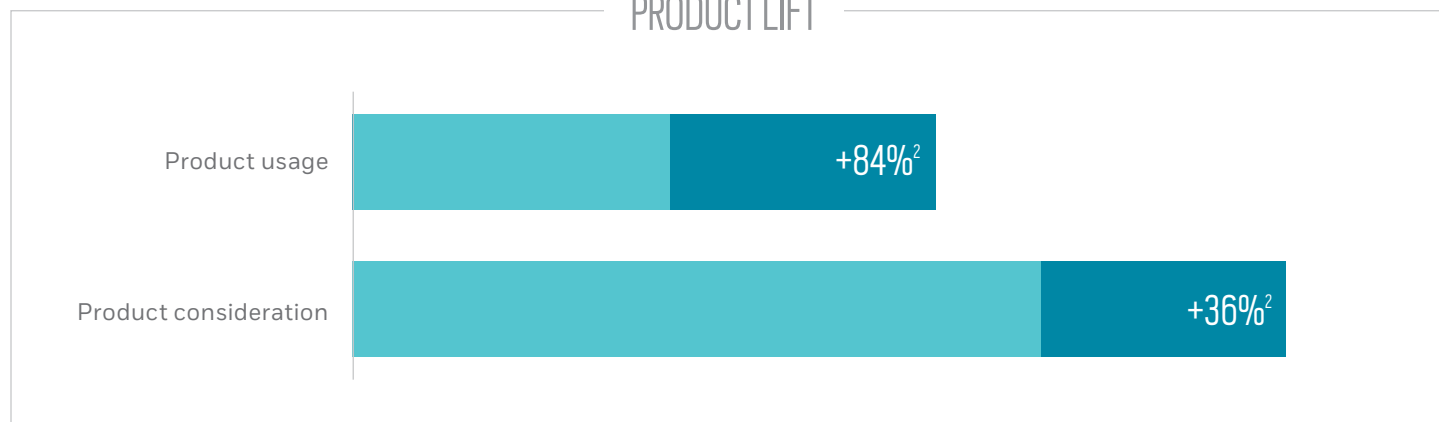
—Alana Visconti, Social Media + Community Manager, hello products

The multi-city digital video campaign also produced positive results. Using TubeMogul's integrated BrandSights tool, hello saw that their digital video campaign increased reported product usage by 38% and consideration by 14% — while driving users to coupons by achieving click through rates 10x the category benchmark.

PRODUCT SALES



PRODUCT LIFT



We're the little guys, and we're trying to bring friendly products to a category filled with unfriendly words like "kill" and "fight." The people of hello are genuine, passionate and working to bring our vision to life, so instead of staged scenarios or models with overly white teeth, we just told the hello story ourselves. It's true to hello and authentic.

—Craig Dubitsky, founder + CEO, hello products

¹instant.ly survey responses W18-45

²significance at 95%