

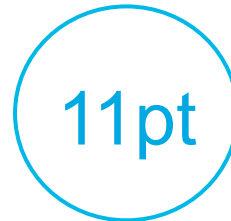
REWE

A CULINARY ADVENTURE

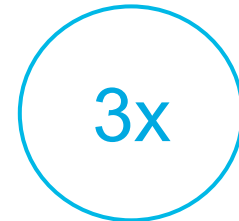
One of Germany's best-known brands, REWE, has been providing great products to its customers for years. To bring their motto 'Live Better' to life, REWE worked with Instagram on a truly global culinary adventure.



lift in ad recall



campaign awareness



higher awareness
than the Instagram
norm

Germany's inspiring supermarket

STORY

Founded in 1927, REWE Group is one of the leading trade groups in Germany and Europe with 15.000 stores and over 330.000 employees in 12 European countries. Always an innovator, REWE was one of the first German supermarkets to establish an online food delivery service, and was also an advertising launch partner for Instagram in Germany.

GOAL

Fresh ideas, good living

REWE wanted to follow through with its promise of living better and create awareness amongst young connected mums about the huge range of fresh and varied products available to buy.

SOLUTION

Taste the world

Continuing their tradition of innovation, REWE worked with Instagram and the guidance of the creative shop team on a series of colourful, compelling, creative (and tempting), photo ads based around the concept of the REWE Frischereise, or 'journey of freshness'.

The beautifully crafted images took Instagram users on a culinary tour of Germany which showcased not only the range available at REWE, but also how international the culture in Germany is.

From spicy Vietnamese salads, to hearty American sweet potato fries, and German avocado sandwiches, it was a journey to delight all the senses, not just taste. "It's very important for us to provide our customers and fans with inspiring ideas and pictures," says Stefan Weber, Project Manager at REWE Digital. "Instagram has proven to be a great branding platform to do that, because it allows us to successfully convey our brand positioning among our target audience."

The combination of mouth watering images and inspiring messages proved a successful one. The campaign generated a massive 37 point lift in ad recall, which is 6.1x higher than Nielsen's ad recall norms, while the 11 point lift in campaign awareness is 3x times higher than the Instagram norm. REWE's campaign had some of the best results seen yet on Instagram, proving that creativity and acknowledging the community is hugely important. Delicious.

“Instagram is an integral part of our social media strategy. Therefore, we are proud to be one of Instagram's launch partners for Germany - and proud that the campaign REWE Frischereise was such a success.”

Dr. Johannes Steegmann,
Managing Director Marketing,
Strategy and Ventures
REWE Digital