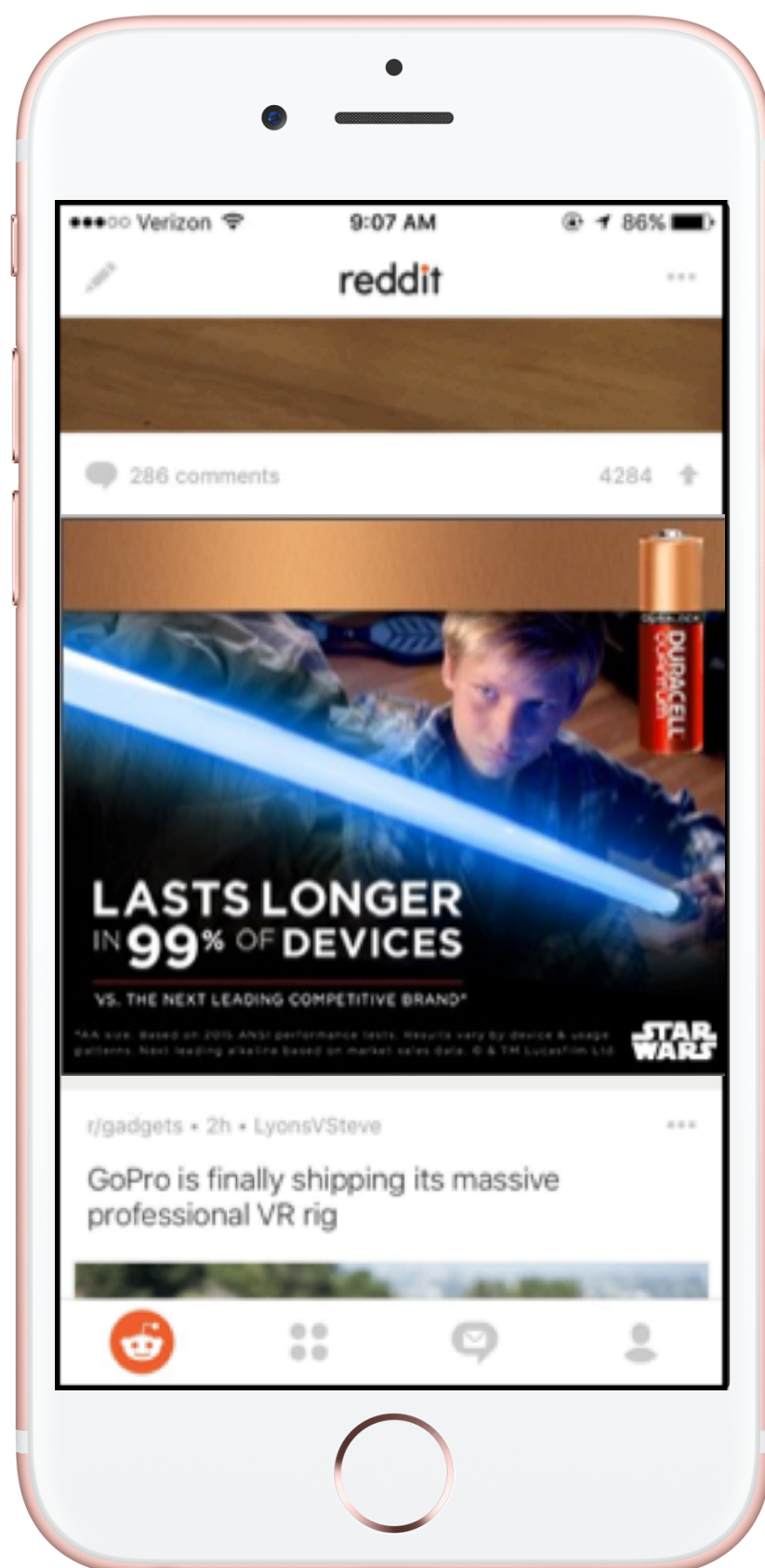


DURACELL®

Using the Force to Connect with Customers

Duracell worked with Reddit to drive mass awareness of their Star Wars holiday broadcast spot through a classic banner campaign.



#2

Unaided brand awareness compared to 12 other Digital Partners

250M+

Impressions delivered

#4

Ad Recall compared to 12 other Digital Partners

Story

To keep Duracell top of mind for gamers and moms during the holiday season, we targeted select communities serving them simple, yet highly effective banners driving to Duracell's Star Wars broadcast spot. Through this strategic subreddit targeting, we served Duracell's creative to the users who would appreciate it the most.

Success

The campaign's successful user targeting reached their desired audience on a massive scale, while their creative messaging ("Lasts longer in 99% of Devices") resulted in the second highest unaided brand awareness among twelve other digital partners surveyed by Millward Brown.

- In addition to particularly high rankings in unaided awareness and ad recall, Millward Brown measured major increases in the following metrics:
 - Brand awareness: 16.3%
 - Online ad awareness: 13.8%