

# A Unidos campaign generated huge brand lift scores for a Fresh Food product!

## Client Objective:

A fresh food product wanted to determine Brand lift by the Hispanic segment of their large consumer base. They wanted to examine lift at various stages of the consumer funnel that were the result of their Unidos by Katz Digital campaign as well as test impact on a variety of positive brand attributes.

## How Unidos by Katz Digital met that objective:

Using the enormous scale of Unidos by Katz Digital against the Hispanic market, we were able to meet this valued client's needs.

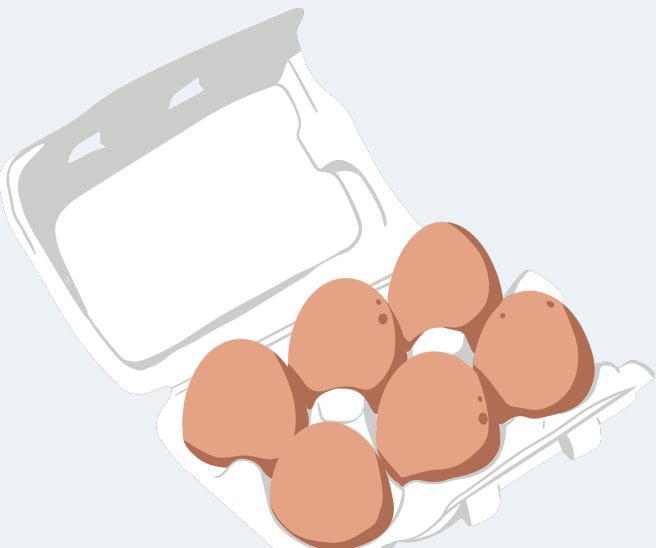
We partnered with Veritonic to measure lift at the key stages of the pathway from ad exposure to purchase.



## The Result:

This campaign produced an impressive lift score at every major stage of the consumer funnel, as well as solid gains of other brand attributes!

- **Awareness** grew an impressive 47%
- **Favorability** grew by 34%
- **Intent** grew by 31%
- Further **positive brand attributes** like taste, nutrition and healthiness increased an average of 56% as a result of this campaign!



47%  
Awareness  
Lift

31%  
Intent  
Lift

34%  
Favorability  
Lift



**UNIDOS**  
BY KATZ DIGITAL

**KATZ** DIGITAL