



CADDLE

Case Studies

CAMPBELL'S®





THE OPPORTUNITY



Campbell's® launched innovation within the Goldfish brand and was seeking a vehicle to drive education, awareness, and trial to their target market.

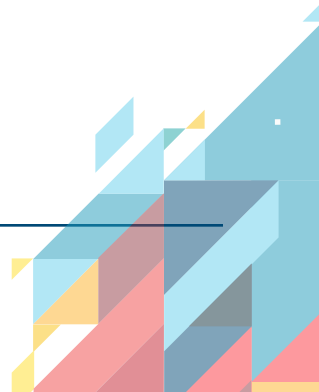
THE PLAN

Execute a campaign leveraging all of Caddle's features (Ad, Survey, and Coupon) to deliver a holistic and linear marketing campaign to moms with kids aged 8 to 12.

Caddle's Survey feature was designed for education of Goldfish's innovation to reinforce key messages of Ad.

THE SUCCESS

Caddle successfully drove trial with Goldfish's target consumer and boasted a conversion to purchase, after the user engaged in the Ad & Survey, of over 15%.





CADDLE

**KNOW WHAT PEOPLE BUY
KNOW WHAT PEOPLE THINK
SELL MORE PRODUCTS**

getcaddle.com

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sales@getcaddle.com