

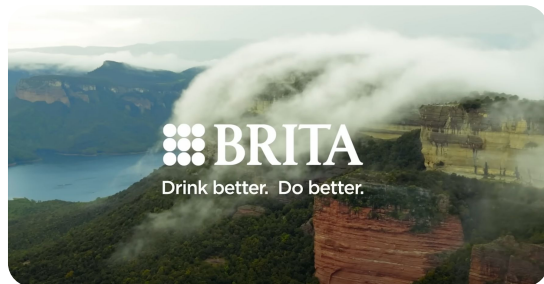


BRITA's CTV campaign drives brand recall in the UK



Global leaders in water filtration
EMEA - United Kingdom • brita.co.uk

Agency Name: Mindshare and TRKKN



The Challenge

For its new campaign, "Alive as Never Before", BRITA sought to maximize media efficiency and incremental reach among a specific, digitally-engaged audience. The brand aimed to test how unifying its Connected TV (CTV) campaigns within Display & Video 360 would help achieve its core awareness and reach goals.

The Approach

Targeting millennials in the UK, the media strategy prioritized testing the efficiency of unifying CTV campaigns within Display & Video 360. The campaign used a robust mix of premium inventory, including YouTube CTV, Disney+, and Netflix (via open auction and publisher deals). To accurately measure the efficiency gained from this consolidation, the team utilized Display & Video 360's frequency management value quantification feature, enabling BRITA to clearly define the incremental unique users reached and quantify the benefit of centralized frequency control.

Partnering with WPP and TRKKN: The campaigns planning, activation and reporting was managed by Mindshare (WPP), with TRKKN acting as the tech partner for ad sales and technology.

The Results

By consolidating different CTV inventories into a single Display & Video 360 campaign, BRITA was able to enhance its reach, resulting in a 9% media saving. The overall campaign drove a significant 25% lift in searches and a 4.5% brand lift. Furthermore, the CTV campaigns specifically delivered a 2.5% uplift in ad recall. This successful outcome has solidified a lasting partnership and a commitment to utilizing CTV via Display & Video 360 in future campaigns.

"Launching our first CTV campaign through Display & Video 360 was a breakthrough moment for us. It opened up new possibilities for how we connect with audiences, giving us smarter control over reach and frequency while making the most of our first-party data. This success has inspired us to push further, investing more and building stronger partnerships to keep innovating and delivering even greater impact in future campaigns."

Daniilo Lino, Marketing Manager, BRITA UK



Primary Marketing Objective

- Awareness & Brand Consideration

Featured Product Area

- Display & Video 360 - CTV

MINDSHARE
A WPP Media Brand

TRKKN



Display & Video 360