



# Where there's a holiday and laughter, there's a bag of potato chips!



## BACKGROUND:

As one of the most beloved and widely recognized snack brands in the Philippines, this brand sought to capitalize on the festive holiday season. With Christmas rapidly approaching, the brand aimed to reinforce its brand positioning as the iconic chip that should be present at every joyous celebration and gathering with family and friends. The challenge was creating an impactful campaign to increase brand visibility, drive engagement, and cement the brand as the quintessential holiday snack.

## STRATEGIES:

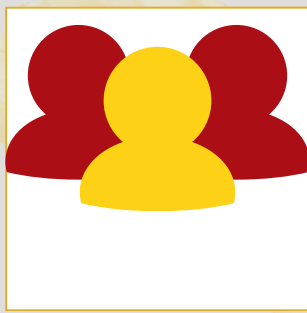
- DOOH is strategically deployed across numerous sites in the Philippines, using Moving Walls' planning tool, to reach a broad local audience for the 44-day campaign.
- Tailored creatives ahead of the holidays depicting the various flavours available to suit every palette.
- Nine DOOH placed close to touch points such as grocery stores and malls to prompt engagement.

## SOLUTION:

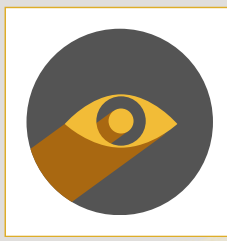
Moving Walls, a leader in digital out-of-home advertising, executed the 44-day campaign across 9 prime digital billboard locations in major cities like Manila. This allowed the brand to reach their core younger adult demographics as well as families out shopping and celebrating.



48,719  
AD PLAYS



2,819,204  
VIEWS



220,633  
UNIQUE REACH



## RESULTS:

Campaign metrics revealed the brand could reach its target demographics with precision: 46.6% of the male audience was between 35-44 years old, while 53.4% of female viewers were aged between 25-34. The plurality of viewers had characteristics fitting the brand's key buyer personas - food enthusiasts, health-conscious snackers, tech-savvy professionals, and grocery shoppers.



## CONCLUSION:

By enhancing brand awareness and positioning the brands as an integral part of holiday celebrations, the campaign drove sales uplifts and solidified the brand's cultural relevance during this key seasonal period. The Moving Walls partnership allowed the brand to surround and immerse consumers in engaging brand messaging when they were out and about running errands in a festive spirit.

