

NIELSEN DIGITAL BRAND EFFECT

BRAINLY

DRIVING BRAND AWARENESS AMONG GEN Z

HOW BRAINLY IDENTIFIED OPTIMAL FREQUENCY TO MAXIMISE BRAND AWARENESS

BACKGROUND

Brainly is an online learning community, uniting over 150 million students, parents and teachers every month for knowledge exchange and homework help. Brainly's highly engaged Gen Z users make for responsive co-creators of the platform's content.

Through gamification elements such as motivational points and ranks, users are encouraged to actively participate within the community by asking questions and answering those of other students.

CHALLENGE

Brainly's advertiser client - a leading snack brand - wanted to find a way to increase awareness of a limited promotional pack offer tied to one of their core products.

Keen to not only support their client with strong creative, Brainly was also interested to gain insights on how to best maximise and justify the brand's advertising investment on their platform.

APPROACH

Brainly offers Brainly Plus, a paid subscription that gives users unlimited access to all premium features on Brainly.

As part of their strategy, Brainly decided to serve a video ad of their client's promo pack to some of their freemium subscribers who would be keen to access the exclusive Brainly Plus content free of charge.

However, to reach that extra content at no extra cost, these users would first have to watch the promo pack video ad in its entirety.

To assess the success of this approach against their client's objective of promo pack incremental awareness, Brainly relied on Nielsen's Digital Brand Effect to ensure independent effectiveness measurement.

CLIENT: Brainly, an online learning community, uniting over 150 million students, parents and teachers every month

CAMPAIGN: Video ad for a snack brand advertiser on Brainly's platform for a limited promo pack tied to a core brand.

OBJECTIVE: Drive incremental awareness of the promo pack offer among Brainly's highly engaged Gen Z audience.

MEASUREMENT SOLUTION: Nielsen Digital Brand Effect



Invite to watch the video ad or subscribe to Brainly Plus to access the exclusive content

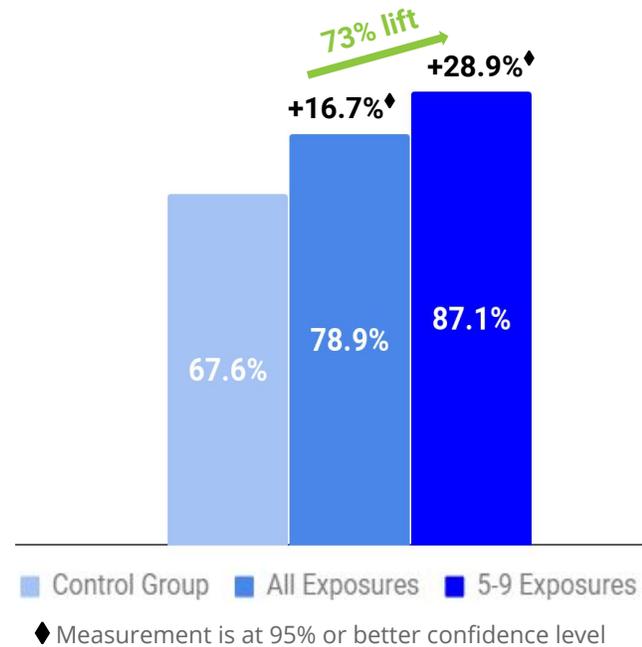
OUTCOMES & INSIGHTS

Using Nielsen's Digital Brand Effect's online survey banner to ask an awareness question about their client's promo pack, Brainly was able to measure the real-time responses of users who were exposed to the ad versus a control group who were not exposed.

Digital Brand Effect allowed Brainly to monitor the impact of the video ad on respondent awareness inflight, while also providing crucial insights into optimal exposure levels.

- Out of the total 1500 respondents, 78.9% of those exposed to the video ad on Brainly answered that they were aware of the promo pack, versus 67.6% of those who were not exposed to the ad on the platform.
- Simply by being exposed to the video ad on Brainly, there was a 16.7% awareness uplift amongst the audience, a notable incremental result given the already high baseline of 67.6%.
- Results also showed that the optimal exposure frequency to the video ad was 5-9 times, which delivered 28.9% brand lift. This was 73% higher than the campaign average of 16.7%.
- Brainly used the learnings to implement a frequency cap on future flights to maximise their client's campaign performance and investment.

Promo Pack Awareness Rate vs Video Ad Exposures



In a world plagued by ad saturation, Digital Brand Effect's real-time measurement capabilities and granular metrics provided the perfect mechanism to showcase the power of Brainly's platform in shifting awareness amongst a demanding Gen Z audience.

True independent 3rd party measurement solutions such as Digital Brand Effect that assess the effectiveness of digital campaigns while allowing for inflight optimisation, are crucial to help ensure advertisers are investing in the right platforms to meet their goals and maximise their investments.

Nielsen's Digital Brand Effect delivered valuable insights into how Brainly raised awareness among Gen Z of our client's promo pack. Understanding optimal frequency levels to maximise campaign performance was key, allowing us to value add to the relationship between us, as a Publisher, and our Client.

Michał Frasiński
Direct Sales Supervisor
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KEY TAKEAWAYS

- **Promo pack awareness was 16.7% higher among the audience exposed to the video ad on Brainly, against those who weren't exposed.**
- **Optimal exposure frequency of 5-9 times delivered 28.9% brand lift, 73% higher than campaign average of 16.7%**
- To **better maximise** their client's campaign performance, Brainly decided to implement a **frequency cap** on future flights

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