

Case Study :: Eukanuba Naturally Wild

To showcase its new line of Naturally Wild dog food, Eukanuba tasked creative agency imc² to develop an online campaign that created brand awareness and interaction with the premium formulas.

imc² worked with EyeWonder to power the campaign by leveraging some fun features, including dynamic polling with live results broken down by state. With the campaign launching just a month shy of election day, the custom polling concept was devised as a way to play into consumers' voting nature by selecting their dog's favorite flavor—venison, salmon or turkey. Additional information was captured and displayed in the results, including users' zip codes, to identify from which states they were voting, and their dog's breed (the list dynamically pulled in all 300+ American Kennel Club recognized breeds, and the results showed the top breed for each state).

Not only were the results displayed in a truly interactive map of the United States (color-coded red, blue or green based on majority of flavor choice), but the information was collected and provided to imc² and Eukanuba to better understand the consumer. For example, in the state of Texas, salmon was the frontrunner with 51 percent of the vote, followed by venison and turkey with 31 and 17 percent, respectively. Plus, the results displayed Texas' most popular dog breed as the Yorkshire Terrier.

Beyond polling results, users could also read detailed information in banner about Naturally Wild ingredients and the unique benefits of each type of food. The ads also featured three custom-produced video spots showcasing the inspiration behind the main ingredient in each formula.

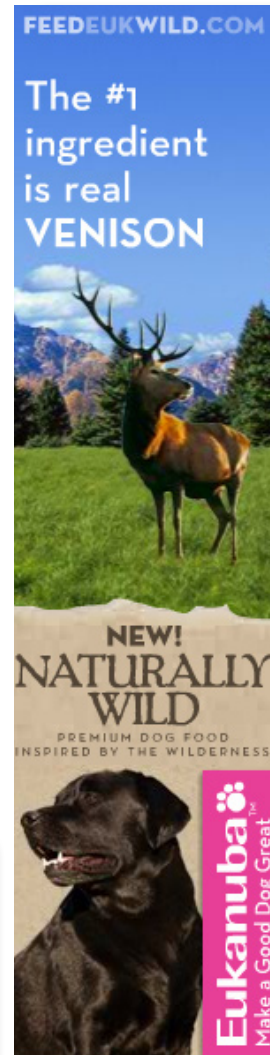
The ad units performed well, engaging viewers for an average of 11.26 seconds. The ads saw a total interaction rate of 22.01 percent, nearly twice as high as EyeWonder's CPG vertical benchmark, and a unique interaction rate of 8.29 percent. In addition, the Web Marketing Association presented Eukanuba and imc² with a 2009 Internet Advertising Competition (IAC) Award for outstanding achievement in Internet advertising!

Advanced Results:

- Total interaction rate of 22.01%
- Unique interaction rate of 8.29%
- Average total time of interaction: 11.26 seconds
- Winner of a 2009 IAC Award



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