

SOME FACTS ABOUT INSTAGRAM STORIES

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CAMPAIGN BACKGROUND



GOALS

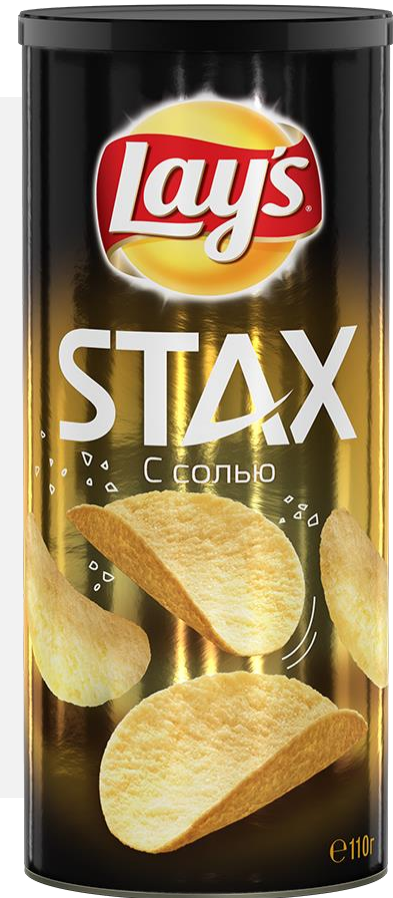
- ✓ Establish Lay's Stax as relevant and entertaining brand for pleasant moments
- ✓ Create awareness for Lay's launching new category

ON AIR

- ✓ 3 weeks

RESULTS

- ✓ Measurements with Nielsen



LAYS STAX ACTIVATION IDEA



INSIGHT

No one has ever taught me to have fun and have rest, but I am without it in the subject. I can rest and am ready to share with everyone how to do it.



IDEA

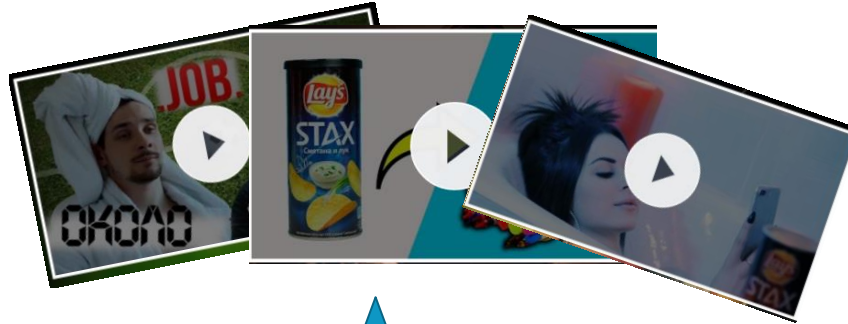
PLEASANT MOMENTS PROFESSIONALS

We have shown the ways how to make moments more pleasant with a help of Lay's STAX. To accomplish this objective we integrated professionals of pleasant moments into this project.

Lays STAX creates atmospheric and entertaining content on 4 territories: movies, online games, board games, reading, that showed pleasant moment with Stax and how to prepare for pleasant moments.



Bloggers video



Posts in SN



Site



Multi channel media



MOBILE-ONLY SOLUTION

Instagram Stories beta test

20 countries

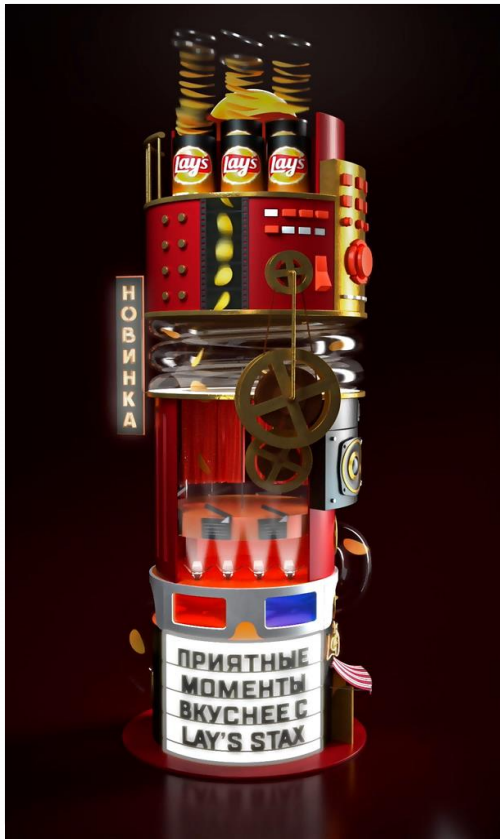
44 campaigns

TOP 30 companies

**L'Oreal, General Motors, Nike,
McDonald's, BuzzFeed, Netflix,
Asos, Shiseido**

**Lay's was the first Russian and EE brand
in Instagram Stories**

CREATIVE ASSETS



CAMPAIGN STATISTICS

4.60M

3-Second Video Views (77%)

1.40M

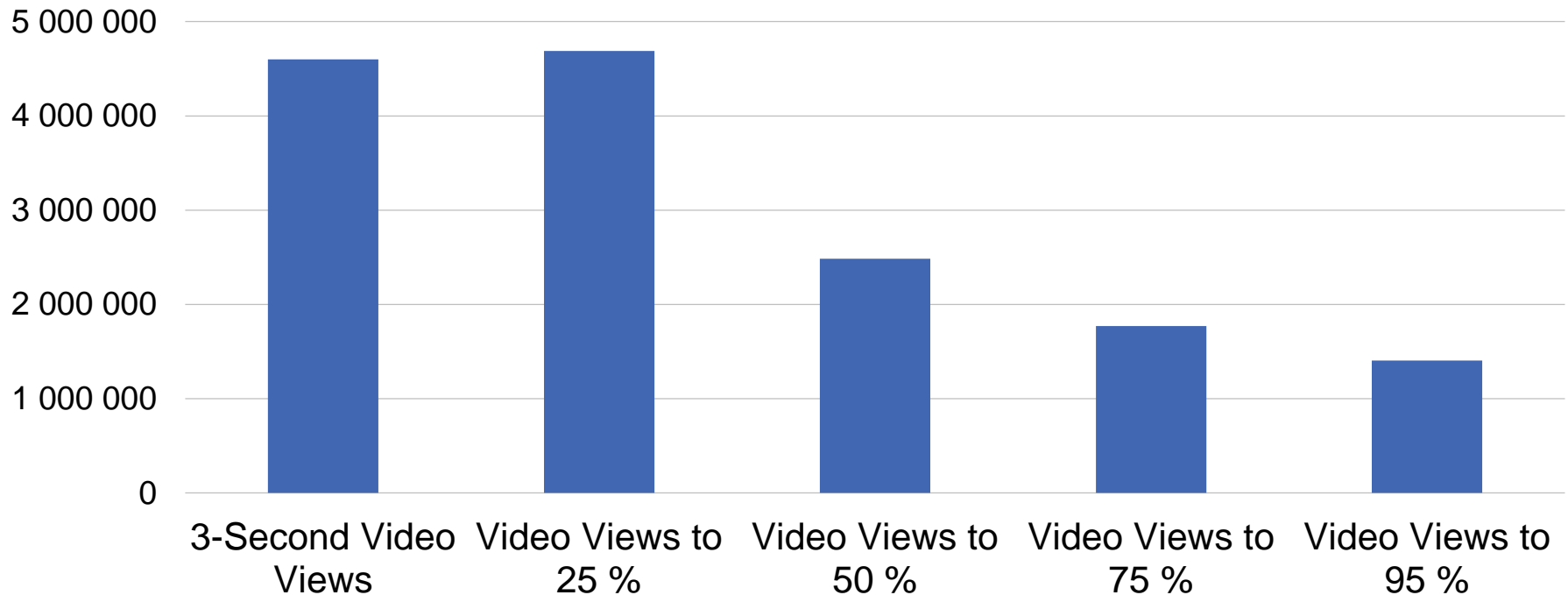
Video views to 95% (23%)

18.9%

3-Second Video view rate

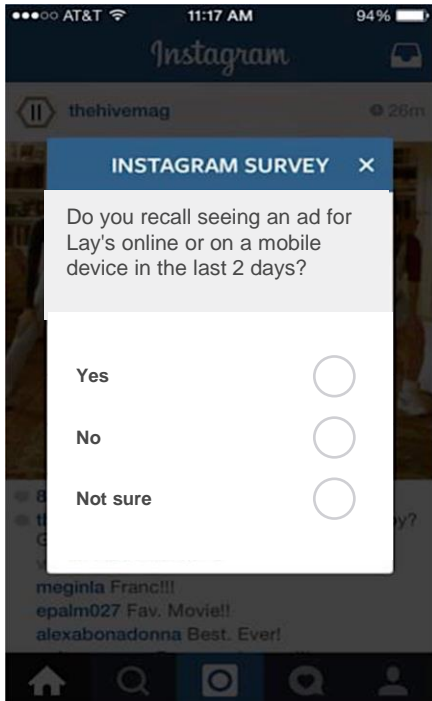
RUB
0.46

Cost per 3-Second Video View



THE QUESTIONS WE ASKED

Ad recall



Instagram

thehivemag 26m

INSTAGRAM SURVEY X

Do you recall seeing an ad for Lay's online or on a mobile device in the last 2 days?

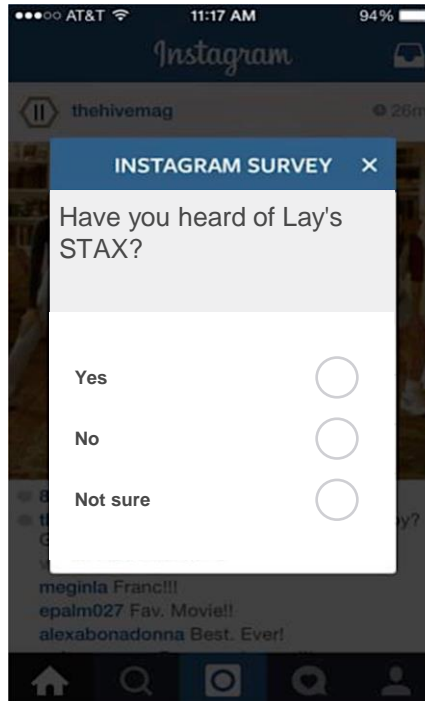
Yes ☐

No ☐

Not sure ☐

meginla Franc!!!
epalm027 Fav. Movie!!
alexabonadonna Best. Ever!

Brand awareness



Instagram

thehivemag 26m

INSTAGRAM SURVEY X

Have you heard of Lay's STAX?

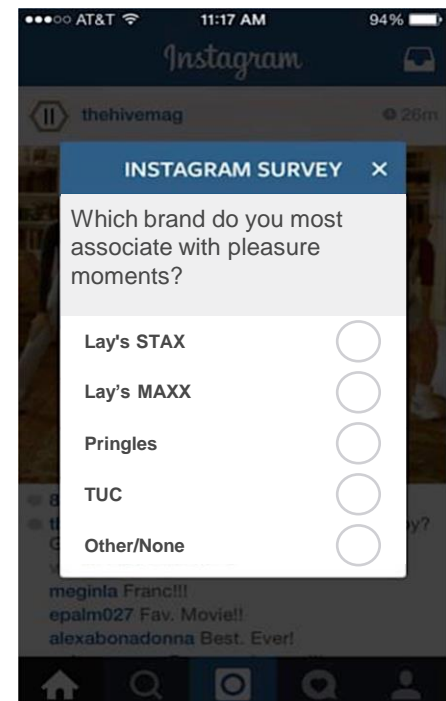
Yes ☐

No ☐

Not sure ☐

meginla Franc!!!
epalm027 Fav. Movie!!
alexabonadonna Best. Ever!

Message association



Instagram

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INSTAGRAM SURVEY X

Which brand do you most associate with pleasure moments?

Lay's STAX ☐

Lay's MAXX ☐

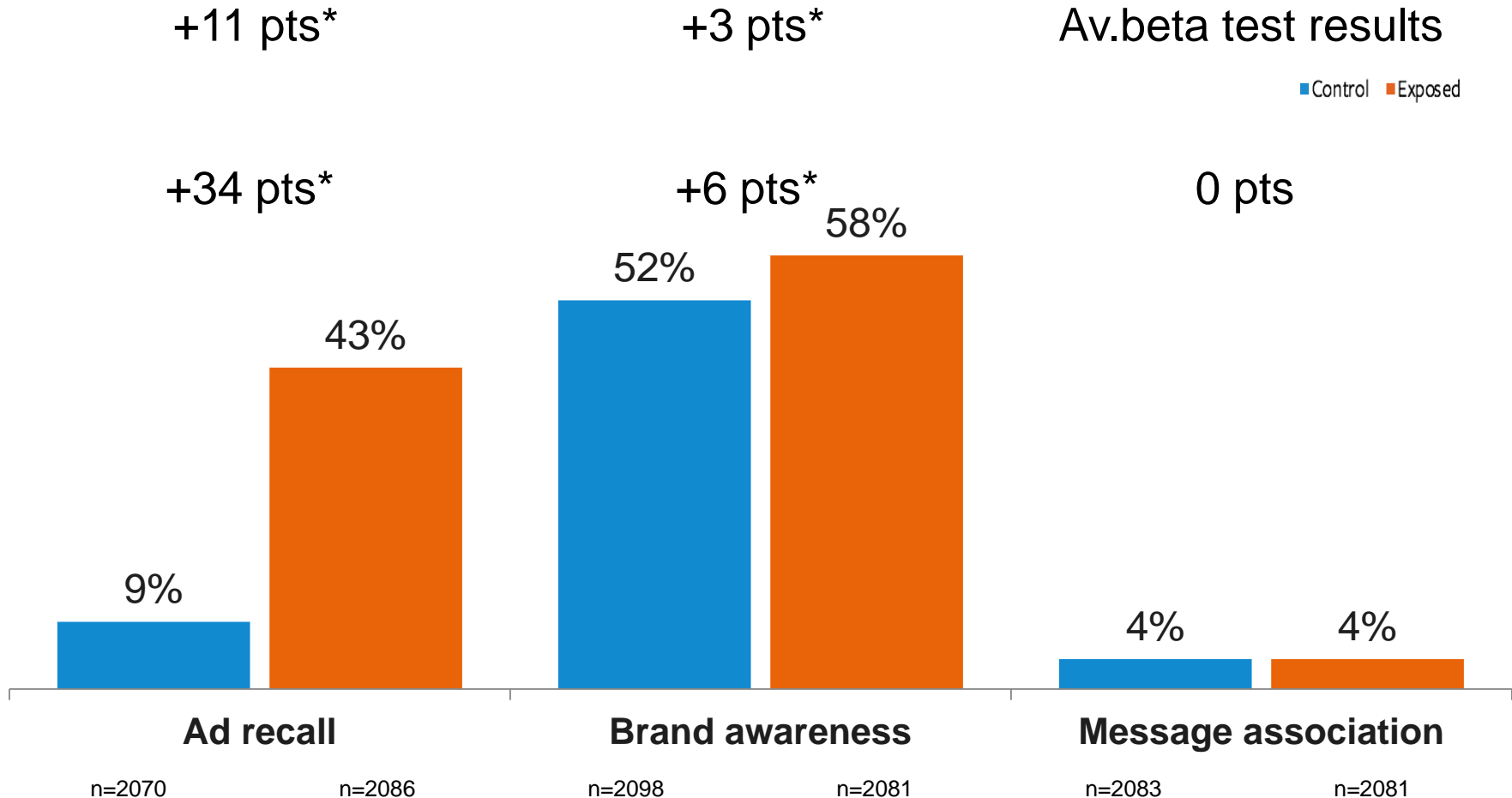
Pringles ☐

TUC ☐

Other/None ☐

meginla Franc!!!
epalm027 Fav. Movie!!
alexabonadonna Best. Ever!

The campaign resonated with the audience, moving ad recall and awareness of Lay's STAX



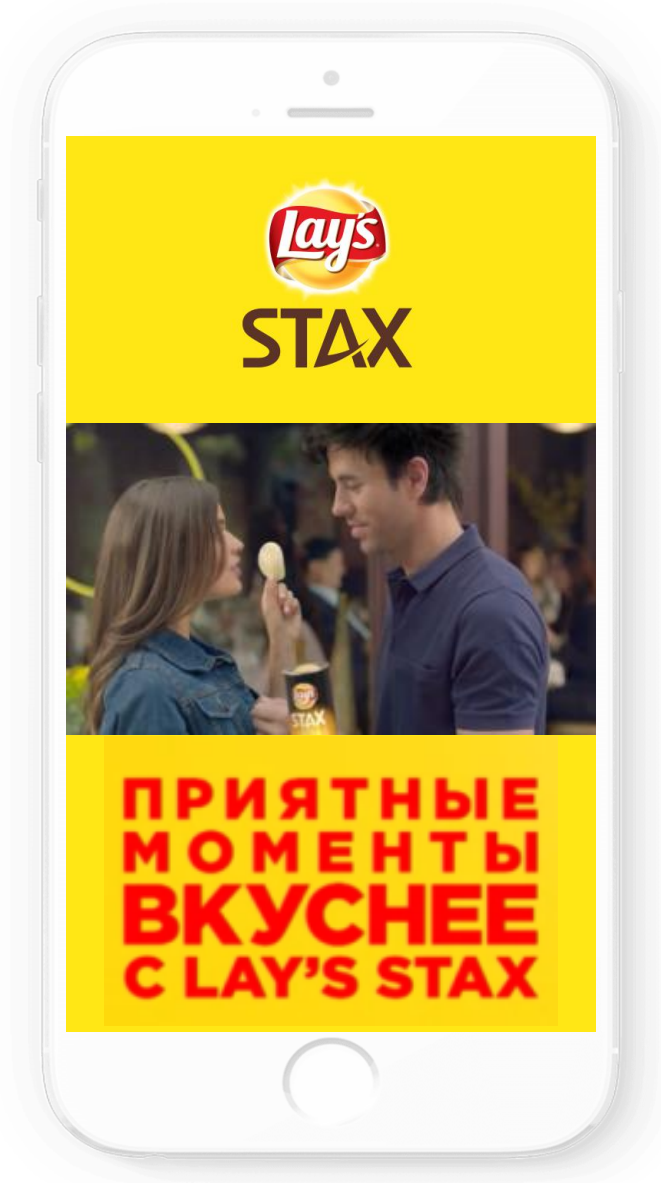
Question 1: Do you recall seeing an ad for Lay's online or on a mobile device in the last 2 days?

Question 2: Have you heard of Lay's STAX?

Question 3: Which brand do you most associate with pleasure moments?

*Statistically significant result at 90% level △Statistically significant result at 80% level

STORIES DON'T WORK



INSTA FACTS



100
meters



1,7
sec



34
min

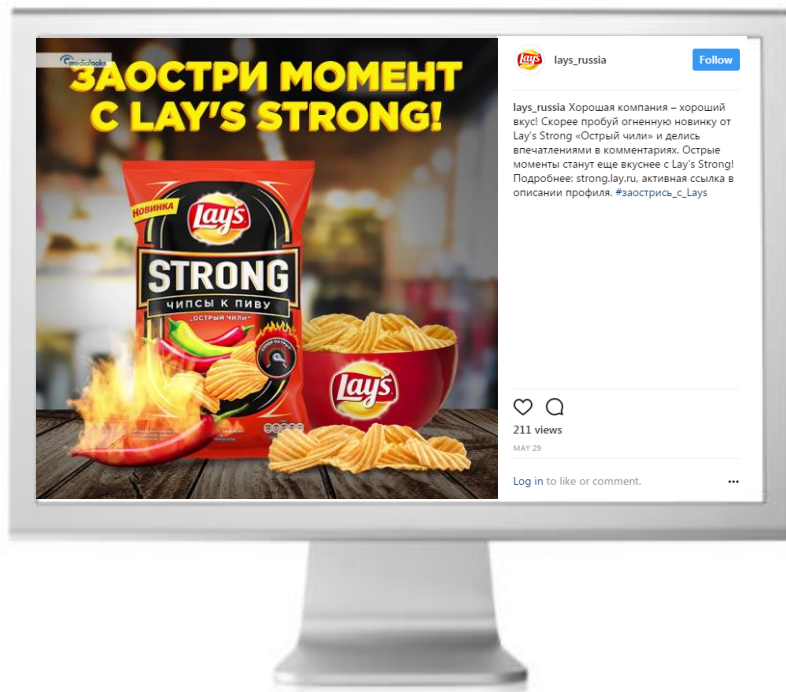
**OLV CREATIVE
MISSING KEY MESSAGE
IN 3 SEC**

CLICKS AREN'T A GOOD PROXY FOR BRAND RESULTS



There is **NO significant **correlation**
between CTR and any
Nielsen brand effect metrics!**





KEY TAKEAWAYS

- ✓ **CREATE VERTICAL MOBILE FRIENDLY FORMAT**
- ✓ **STAND OUT AMONG OTHER CREATIVES**
- ✓ **SMALL DETAILS TO STIMULATE VTR**
- ✓ **ADD SOUND**
- ✓ **ADD EMOJIES, #HASHTAGS, @MENTIONES, LINKS TO SEE MORE**
- ✓ **CHANGE CREATIVES TO EXCLUDE WORN OUT**



THANK YOU!