

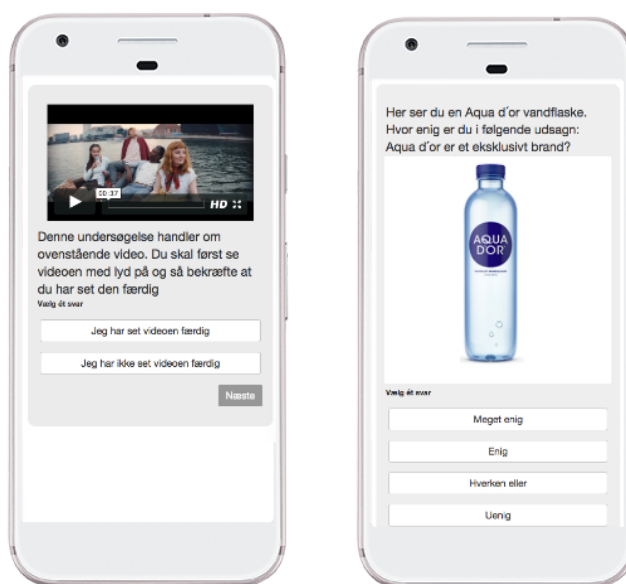
## DANONE AQUA D'OR WATER

### The Challenge

"We are the enjoyers, we enjoy the simple". The claim was created for Danone's mineral water brand Aqua d'Or and launched on social media as part of a short video clip. Aqua d'Or wanted to test if their new campaign "Enjoy the simple" was liked and understood by consumers.

### The Research

To gain consumer feedback on their new social media campaign for Aqua d'Or Water, Danone launched a survey in Denmark amongst 500 male and female respondents in the age group 15-35 y.o. The mobile survey exposed participants to the video clip and assessed participants' purchase intention, attitude towards the advertising and towards the brand. Furthermore, Danone compared the video ad to participants' attitudes towards outdoor ads (billboards).



### The Results

The results showed that consumers in general had a positive attitude towards the brand and high intention to purchase the product. However, participants had a rather neutral attitude towards the video ad and very few would share the ad on social media. People's perception of outdoor advertising, in contrast, was more positive.

## The Implementation

The results of this test were used as background in regards to the media investment in the campaign and for the future strategy for the brand.

## Comments from the Customer

*"Opeepl is a very easy and useful tool, which we have used several times here at Aqua d'Or. You have your results within a few hours and the tests are very easy to set-up yourself."*

*The Opeepl team is always very helpful and dedicated. If you want instant consumer feedback on your marketing activities, I can highly recommend to use Opeepl."*

Romain Jolivet  
Marketing Director Aqua d'Or at Danone