



Ferrero Group & Publicis Achieve 125%[®] Increase in vCTR with Taboola Custom Creative Media Campaign



“Our Taboola Account Manager led the entire creative process and campaign execution, including strategic recommendations and optimizations. It was a very smooth process with great results.”

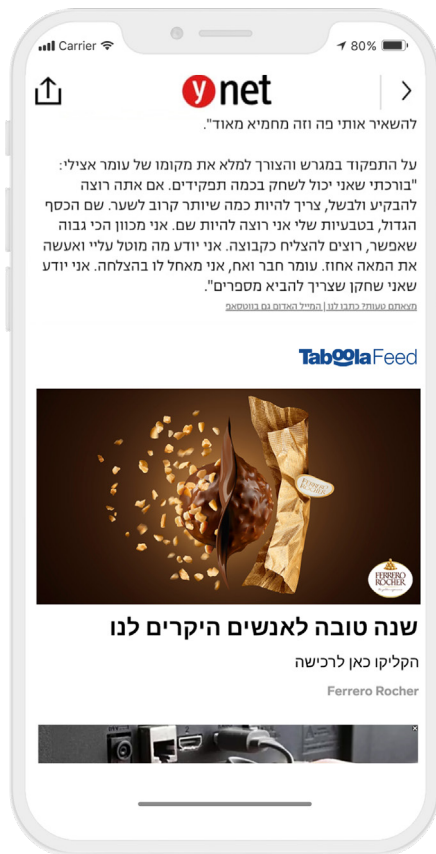
- **Kesem Tubi**, Senior Brand Manager, Ferrero Group

“Working with the Taboola team was exceptionally enjoyable as usual. Organized, professional, and most importantly, caring.”

- **PublicisKin Team**

125%
Increase in vCTR

36%
Engagement Rate



Click to Play

COMPANY

The **Ferrero Group** is one of the world's largest sweet-packaged food companies with more than 35 brands sold in over 170 countries. **Publicis Media** is a leading Israeli media agency working with over 240 brands. **Publicis Media** is a part of **Publicis Groupe**, the third-largest communications group in the world, driving business transformation for companies across the globe.

CHALLENGE

Increase awareness about Ferrero Rocher in Israel before the holiday season, diversifying beyond traditional video and banner ads.

SOLUTION

Work with **Taboola** to launch a custom creative media campaign across the open web, targeting audiences with interactive, sponsored content.

RESULTS

With **Taboola** and **Publicis Media**, **Ferrero increased vCTR by 125%** above Taboola's food vertical benchmark and the campaign generated a **36% engagement rate**.

Ferrero Promotes Ferrero Rocher Chocolates to Israeli Audiences on the Open Web

Introduction

Ferrero Group, founded 1946, is one of the world's largest sweet-packaged food companies with more than 35 brands such as Kinder, Nutella, Ferrero Rocher, and Tic Tac, sold in over 170 countries. With more than 35,000 "Ferrerians" globally, the **Ferrero** culture is rooted in strong family values and dedication to quality, excellence, and respect for the environment and the communities in which they work.

Publicis Media is a leading Israeli media agency that works with over 240 brands, encompassing 11 media agencies and services and 450 employees. **Publicis Media** is a part of **Publicis Groupe**, a multinational advertising and public relations company headquartered in Paris, France. **Publicis Media** offers a wide range of media and marketing services to clients, including media planning and buying, digital advertising, social media marketing, programmatic advertising, data and analytics, and content creation. They work closely with businesses to understand their goals and deliver innovative solutions that drive business growth.



Ferrero & Publicis Drive 36% Engagement Rate with Taboola Sponsored Content

Ferrero was looking for an innovative and appealing way to increase awareness of their Ferrero Rocher chocolates. With the Jewish holidays approaching, they wanted to reach audiences in Israel beyond the traditional ad formats like display banners and videos.

Taboola and **Publicis Media** had the tools and strategies to make this happen.

They worked together to build a custom creative media campaign of interactive sponsored content ads. The **Taboola** Creative Shop — a global team of expert strategists, copywriters, and designers — built a selection of custom ads for **Ferrero** based on data from **Taboola**'s user network. The Creative Shop also helped **Ferrero** adapt specific raw material into the desired native ad format — so they didn't have to start from scratch.

The interactive ads were targeted to Israeli audiences across **Taboola**'s network of premium publisher properties, reaching people when they were engaged with editorial content and ready to consume something new. Once readers clicked the ads, they were taken to an online shopping site where they could learn more about Ferrero Rocher and make a purchase.

The custom creative media campaign delivered impressive results: a **125% increase in viewable clickthrough rate (vCTR)** compared to Taboola's food vertical benchmark and **36% engagement rate**. Meaning, an impressive **one out of every three users engaged with the campaign** — demonstrating the significant interest and involvement of **Ferrero's target audience**.

Since launching this campaign, **Ferrero** and **Publicis** launched two more custom creative media campaigns with **Taboola**, and they're currently planning their fourth. They look forward to driving more engagement among their target audiences on the open web.