

How the Almond Board of California Used TV Streaming to Drive Favorability

Eager to reach active millennials, the Almond Board of California partnered with Roku to drive awareness and affinity with the hope of educating consumers on the health and wellness benefits of almonds.

The Challenge:

It's difficult to reach younger audiences, many of whom are cord-cutters or cord-nevers, via traditional linear TV.

The Almond Board of California faced the challenge of increasing brand awareness and affinity among precisely these audiences. That required building a new strategy, starting with TV streaming and Roku.

The Strategy:

With Roku's first-party data, the Almond Board of California ran a TV streaming campaign that connected with health-conscious millennial streamers. The brand ran engaging streaming ads touting the core health benefits of almonds and why they make great energy boosting snacks.

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“We decided to partner with Roku because they are a leader in TV streaming and TV streaming advertising. Roku's first-party data and understanding of streamers made it easy to find the right audience and engage them at the right time, with the right message. TV streaming is the next frontier and we're excited to explore that with Roku.” - Marissa Spainhour, Digital Associate Media Director Sterling Rice Group

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The Results

Consideration

+9.8%

More likely to consider almonds healthy and best for snacking

Awareness

+8.8%

Increase in aided brand awareness

Favorability

+9.2%

Increase in brand favorability

The Almond Board of California saw a nearly 10% increase in consideration to purchase by key groups exposed to the campaign. The ads also delivered a 9% increase in brand awareness among key demographics, and a similar increase in positive brand sentiment.

"Almonds are an incredibly healthy snack, but we knew that busy millennials did not always have almonds in their consideration set. By partnering with Roku and Sterling Rice Group, it was easy to reach our target audience, efficiently engage them with our creative, and see the value of TV streaming advertising." -- Jenn Freeman, Director of Marketing, the Almond Board of California

Interested in learning how Roku Advertising can help your brand expand its reach and messaging beyond the confines of traditional linear TV? Contact us below to get started.

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Written by:

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