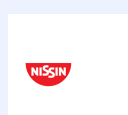




ASIA

N-URC Gets Filipinos Slurping with its Tonkotsu Ramen Experience on Mobile



Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

About Nissin-Universal Robina Corporation (N-URC)

Nissin Instant Noodles, a well-known brand in Japan, has also gained popularity in the Philippines. The brand's passion and unwavering commitment to creating insanely craveable and delicious instant noodles are seen in the quality of its diverse brand portfolio. Universal Robina Corporation (URC) stands as one of the Philippines' largest brand consumer food and beverage companies by delivering groundbreaking products across the ASEAN market. By joining hands with the Japanese company Nissin Foods Holdings, Co. Ltd, the joint venture Nissin-Universal Robina Corporation (N-URC) has significantly increased the consumption of Nissin's famous cups noodles in the Philippines.

The Highlights

2 out of 3

ad viewers engaged with the ad

2.2X

engagement rate delivered



"Our focus on customer delight has always inspired us to constantly deliver new innovative products for the food-loving Filipinos. We took a new stride in our product innovation by introducing the Nissin 'Tonkotsu' flavor, inspired by authentic Japanese Tonkotsu Ramen, to the Filipino market. Mobile has not only been instrumental in driving awareness but has also helped us easily execute our complex mission of a successful new product launch by driving outstanding engagement."



Carla Chavez
Marketing Director, N-URC

The Brand Objective

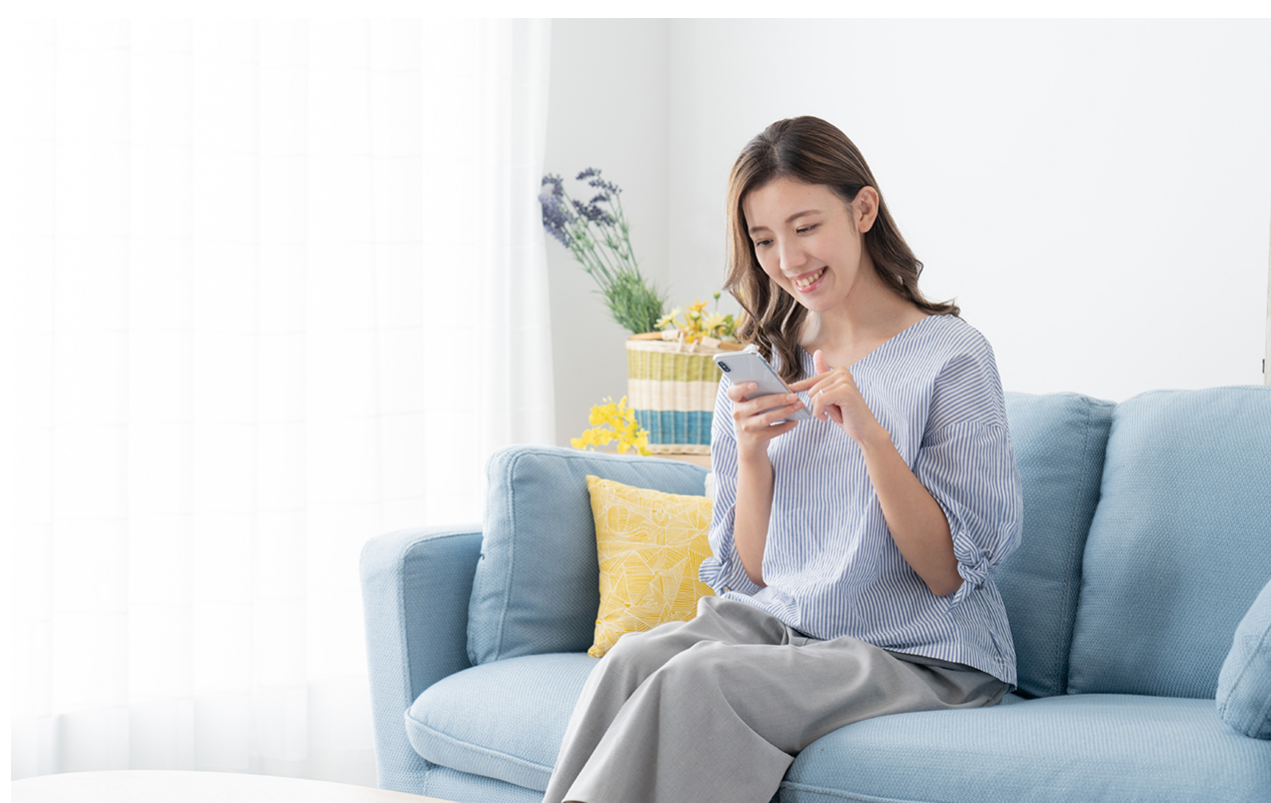
Appealing to the taste buds of Filipinos, the legacy brand launched a new product range, 'Tonkotsu,' in the form of Pouch and Cup instant noodles. However, scaling growth for newly launched products is getting tougher day by day in the face of cluttered market dynamics, rising consumer expectations, and increasing competition in the age of digital disruption. Only brands that persistently identify and leverage new opportunities in the mobile-first world can survive and thrive. Hence, N-URC aimed to launch a mobile campaign to truly get to a granular segmentation of smartphone-savvy Filipinos and set up a pioneering growth model that drives awareness and brand consideration for the 'Tonkotsu' variant of the Nissin noodles. Therefore, the brand needed a technology partner to accurately identify and innovatively engage food-loving Filipinos to drive early market penetration for these products at scale.



The Solution

N-URC partnered with Spark Foundry, a global media agency within Publicis media, and InMobi to launch a mobile campaign with an interactive experience for the consumer.

1) Identifying the Food-lovers in the Philippines: To truly understand the granular insights on the smartphone user behavior in the Philippines, the brand delved into InMobi Audiences and identified the many avatars of food lovers. With the right combination of accurate first-party data signals and an in-depth and holistic view of the target audiences, N-URC identified 'the food lovers across the Philippines on both iOS and Android devices.



2) Delivering a 'Knockout' Experience: Taking a unique approach to delivering an immersive experience, the brand designed a rich-media interstitial to capture the audience's attention and impactfully deliver the message of the new launch. The first screen of the interstitial drives curiosity among the ad viewers with a message to 'wipe the screen for a knockout experience.' Once the ad viewer wipes the screen, they see the new variant 'Tonkotsu' launch followed by the CTA 'Shop Now' to enable an instant shopping experience. The engaged users who click on the CTA are redirected to major e-Commerce apps to complete their purchases.

3) Driving Efficiency with Thoughtful Optimizations: By truly understanding the granular insights of the audiences and their interests, the brand identified the top app categories the target audiences always use. Delivering ads on Utility and Entertainment apps and intelligently optimizing campaigns during peak times, mostly during the weekends, helped the brand amplify its reach and engage users effectively.



The Results

Mobile truly helped the brand see massive success even during an event as crucial as a new product launch.

2 out of 3 ad
viewers engaged
with the ad*

2.2x
engagement
rate delivered**

4x
the engagement
rate recorded in
a single day***

*Users who wiped/ tapped on the ad

**The CTR recorded on the creative

***4x (the highest) CTR recorded in a single day with smart campaign optimizations