

A hybrid bird with the body of an owl and the tail of a peacock. The owl's head, with its characteristic ear tufts and orange eyes, is positioned at the top right. Its body is covered in mottled brown and grey feathers. The tail, which is the most prominent feature, is long and consists of numerous green feathers with blue and gold eye-like patterns, characteristic of a peacock's tail. The bird is standing on a light grey surface against a plain white background.

 **BaaS** | Digital The future is hybrid

FACEBOOK

MARKETING PARTNER

We are a **Facebook Preferred** Marketing Partner

**You have the right not to believe
us.**

The Flamigel
case

During the Covid-19 lockdown
we were invited to promote the Flamigel brand in the UK.

Tough mission!



We selected the simplest term: **”OUCH”** *(the sound of pain)*

And we decided to own it with the creative concept:

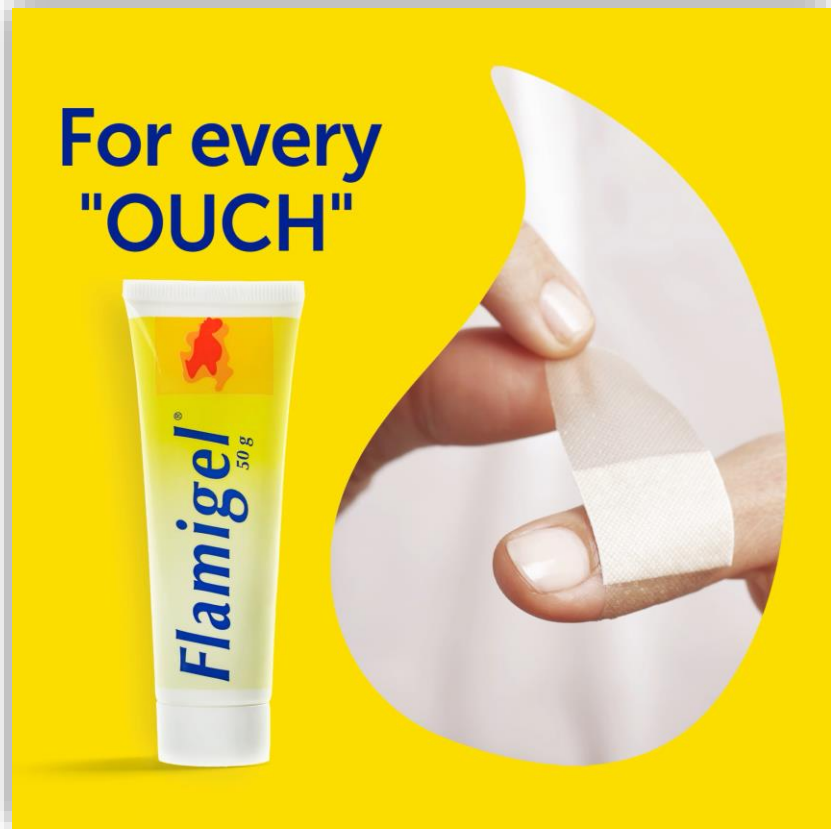
**For every
“OUCH”**



Then we developed

the FUNNEL

- High Unique REACH
- High Frequency



Buy it on

DAYLONG

AMAZON

WELDRICKS

Flamigel[®]
50 g

People watch 95% of the videos' total duration!

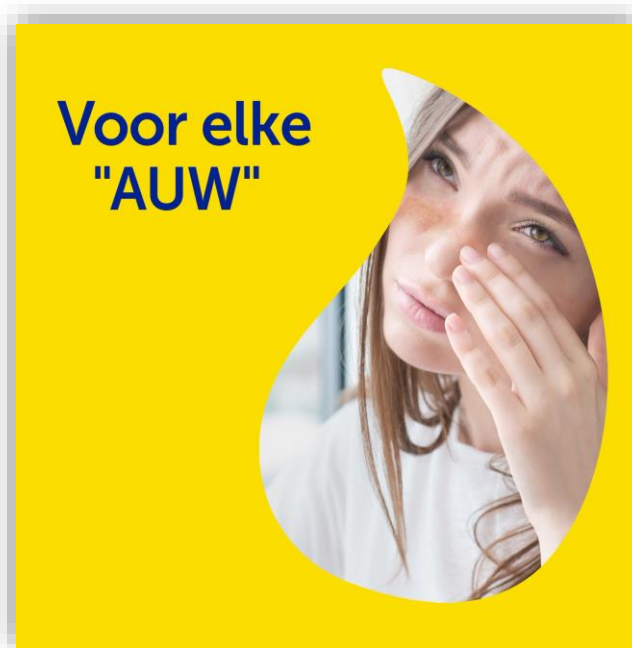
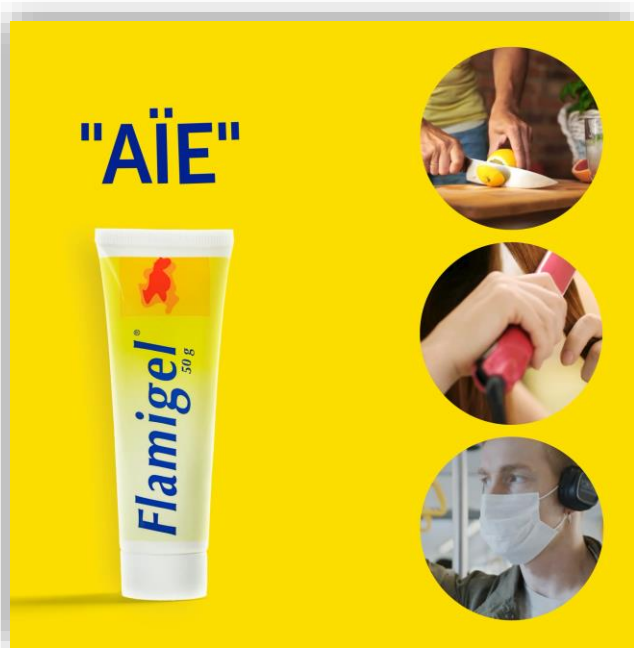
Thousands of Web site visits

And much more...



Then the brand decided that the concept was good enough to launch it in

Belgium, Holland and Luxemburg.



BUT... We won't show you the Media metrics
because we know...

**you have the right
not to believe us.**



The traditional Media Metrics are cold numbers.

**Plain numbers which do not
prove that people are
influenced by a campaign.**

You should NEVER rely solely to Media Metrics



What about Brand Metrics?

Digital campaigns suffer from too much "metrics & information".
Everything is done right and perfect but...



What do consumers say about it?



Create your own Brand metrics.

- Ad recall
- Brand awareness
- Top of mind awareness
- Message Recall
- Action Intent



For all eligible Clients we run Brand lift studies.
We measure what really counts.

That's what we did for Flamigel.

Have a look!



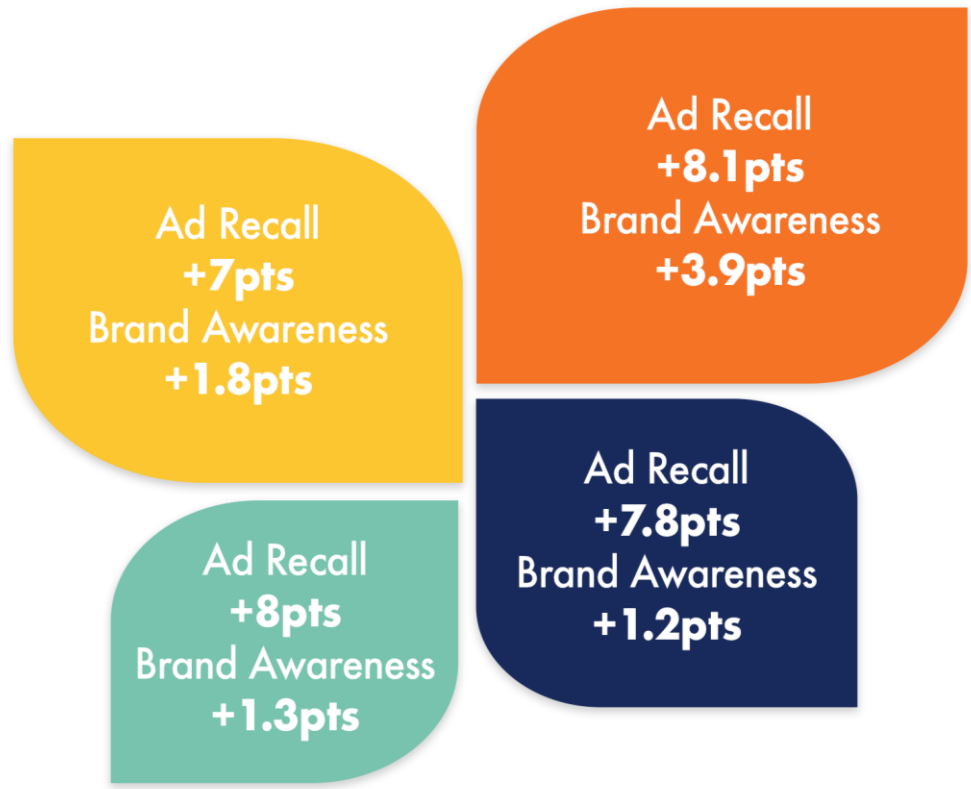
Flamigel UK

May

June

July

August



Flamigel UK

Brand Awareness:

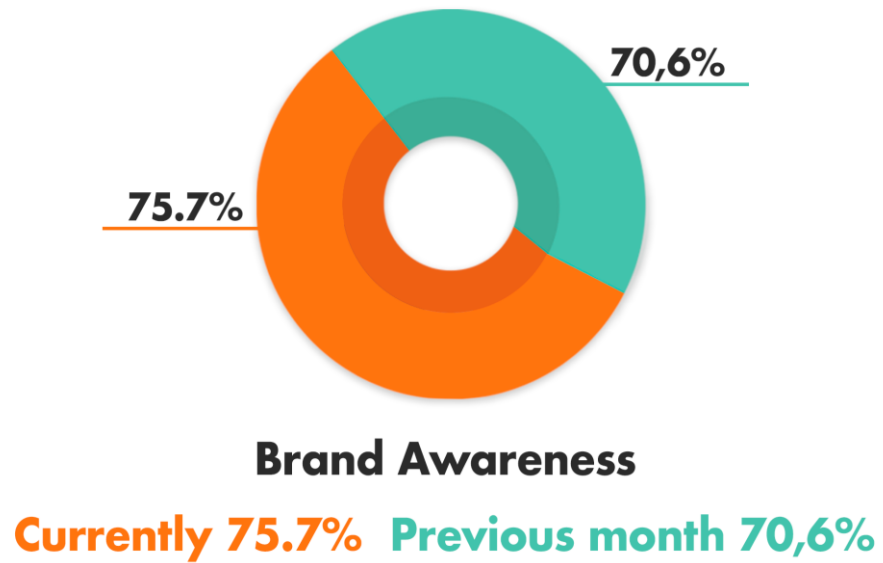
Currently 14.8%

IN Just 4 months



Flamigel BELGIUM

August:



Flamigel UK & BENELUX

Absolute SUCCESS.



Every month we are able to understand how the brand grows.

**Asking people
directly is the way.**



Your new God of Metrics is called:

Brand Metrics



**Prove that your
campaign actually
works.**



You have the right not to believe us... or

**embrace the Hybrid way
with BaaS|Digital.**



Build your Brand Metrics with

Brand 
Effect

Build your
1st party data
with

Brand 
Effect

Build your own Audience segments with

Brand 
Effect

Thank you

BaaS | Digital is a **Facebook Preferred** Marketing Partner

