

# PDN Media and Van's Waffles



**Van's Foods**, based in Southern California, is the leading better-for-you foods brand in frozen breakfasts, snack foods and easy meal options including waffles, pancakes, cereal, chewy granola, crackers, snack bars and pastas.

PDN Media ran a two month long campaign for Van's Waffles, from January to March 2016.

The campaign consisted of native ad units, small banners and call-outs appearing while consumers were in the process of making their shopping lists.

## Results

We found a significant purchase intent lift: Van's Waffles appeared 6 times more often on shopping lists compared to the pre-campaign period - a 622% increase.

Reach at the Right Time



Higher Purchase Intent



Higher Brand Interest



622%

Increase in Van's Waffles presence on Shopping Lists

Additionally, even after the campaign ended, the brand continued to appear with increased frequency; almost twice as high as the pre-campaign period - an increase of 89%.

PDN Media attributes the continuing success of its campaigns to the fact that it reaches consumers who are in the middle of planning their shopping trips or actually shopping - it is crucial to send the right message to the right consumer at the right time.

*"PDN informs people who are shopping, instead of interrupting people who are relaxing."*