

PDN and Freschetta



Frozen pizza shouldn't simply taste better. It should be better. So FRESCHETTA® frozen pizzas are made with all-natural 100% real cheeses, premium meats and crunchy vegetables, all on flavorful sauces. No other pizza tastes like a FRESCHETTA® pizza because no other pizza is made like FRESCHETTA® pizzas.

Campaign and Methodology

PDN Media ran a campaign for Freschetta that was delivered to mobile shopping apps using ad units native to the experience. The campaign covered products from Freschetta's Frozen Pizza line, targeting appropriate users for each different product based on the preferences expressed in their shopping lists. The campaign consisted of item call-outs appearing while consumers were in the process of making their shopping lists, meal plans, and other regular shopping activities.

PDN measured purchase intent lift by comparing the number of shoppers with the brand on their shopping list for exposed versus unexposed audiences.

Purchase Intent Lift

In total, Freschetta branded products appeared 203% more often on exposed shopping lists compared with unexposed shoppers.

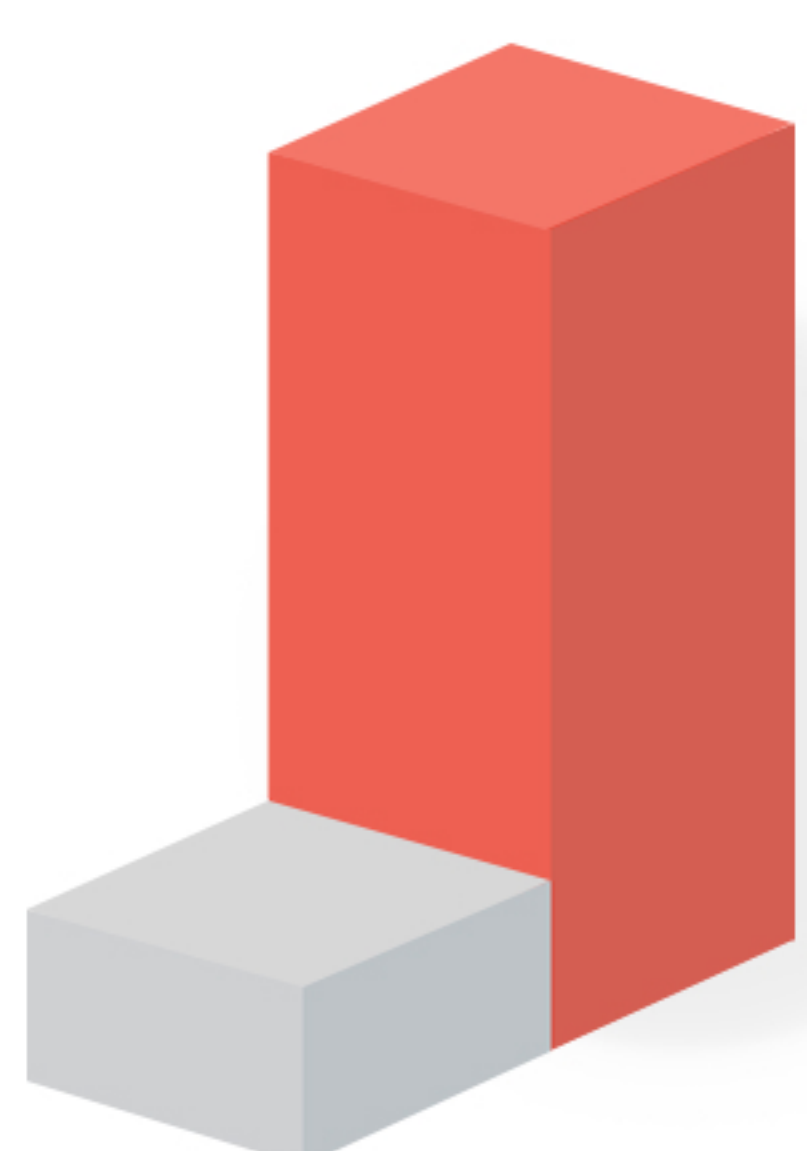
Reach at the
Right Time



Higher Purchase
Intent



Higher Brand
Interest



203%

Increase in Freschetta
Frozen Pizza
on Shopping Lists

The biggest lift was seen in Freschetta Naturally Rising Crust Signature Pepperoni Pizza, followed by Freschetta Naturally Rising Crust Classic Supreme Pizza, Freschetta Artisan Crust Pepperoni Pizza and Freschetta Naturally Rising Crust 4-Cheese Medley Pizza.

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Purchase intender insights

Compared to non intenders, users who have added Freschetta to their lists are:



More likely to buy the following items:

- Ketchup
- Asparagus
- Hamburger Buns
- Toothpaste
- Olive Oil
- Sugar
- Bagels
- Corn
- Cottage Cheese
- Paper Plates
- Bacon
- Mushrooms
- Almond Milk



Less likely to buy these items:

- Crackers
- Ground Turkey
- Shredded Cheese
- Zucchini
- Kleenex
- Soda
- Cheese
- Green Onions
- Red Pepper
- Green Beans
- Avocado
- Chips
- Limes

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."