



# How Link Helped Localize a U.S. Oreo Ad for Australian Mums

**Business Challenge** Despite consistent growth year-on-year, Oreo remained a small brand in the Australian sweet biscuit category. The parent company, Kraft, wanted to drive a significant sales increase, tapping into the latent emotional appeal of the brand amongst kids, and build on the potential seen from the size of the brand elsewhere. To do this, mums needed to connect with the brand, and the purpose of this ad campaign was to show that kids have more fun with an Oreo biscuit.

## Our Response

Kraft selected a U.S. Oreo ad called “School Yard” to Link test in Australia, since it was most in-line with the strategy for the Oreo brand in the Australian market and its desired brand positioning.

Millward Brown Australia conducted a Link test on the U.S. version with Australian consumers, to understand whether it could work in Australia, how effective the execution could be, and what would be the key watch-outs for a localized version.

The U.S. version of the “School Yard” ad resonated well with the target audience and showed good potential for

on air cut-through. This was driven by high enjoyment and strong linkage to the Oreo brand, but there was some irritation amongst a minority of Australian consumers.

Millward Brown Australia recommended that a localized version of the ad should be made, but in order to maintain high levels of enjoyment, development of the local version would have to maintain humor, highlight the “cuteness” of kids, ensure naturalness of the setting, and preserve the “soft sell” approach.

The U.S. ad took these recommendations into account and was re-made with Australian actors and aired nationally. The localized version was then also Link tested after it was aired. The results, along with the business impact, show how successful that localization proved.



Overall recommendation was to progress to a local version with the consideration given the following:

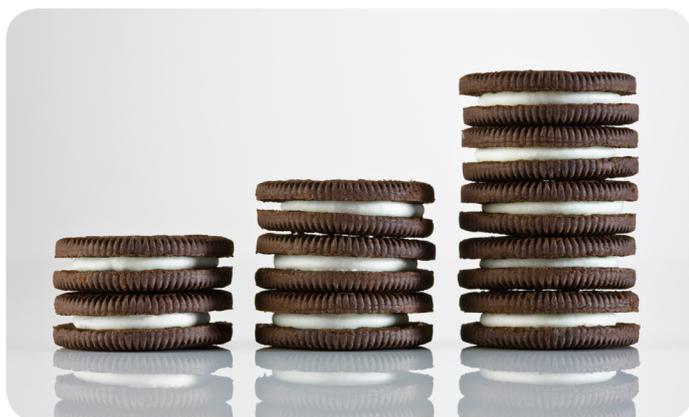
- Maintaining humorous exchange
- Highlighting cuteness of kids
- Ensure naturalness of Australian Setting
- Preserving a “soft sell” approach



### Research Insights

Results of the Link test put the Australian version of the “School Yard” ad in the top 2 percent for enjoyment of all Australian ads Link tested online by Millward Brown in Australia. Whilst the U.S. version performed well, the Australian version of “School Yard” improved significantly on the original:

- The ad became significantly more enjoyable, more interesting, distinctive and involving, less irritating and saw better levels of brand linkage to Oreo
- Mums’ ability to relate to the kids was enhanced by the Australian ad, with greater levels of credibility, humor and naturalness seen in the kids’ behavior
- Persuasion and brand appeal were also better for the Australian version



Link testing the U.S. version of the ad gave confidence to Kraft that the ad could work in the Australian market, and some clear guidance on areas of focus for the development of an Australian version.

Overall, these results highlighted the power of the campaign for the local audience, and gave confidence that the execution could be used for some time.

- U.S. ad performed significantly well to progress to a local version, and the Australian version exceeded the original Link results
- The final aired version had strong predicted cut-through and resonated strongly with the target audience of mums.

### Business Outcome

Sales showed a very positive year for Oreo – the campaign, combined with greater in-store presence and some promotion activity drove great results for the brand.

*“Link testing was instrumental in helping us create advertising that really connected with Aussie mums. Pre-testing gave the team confidence that their marketing communications would drive a real change in behavior, and ensure mum put Oreo in her biscuit repertoire.”*

— Chris Dubois, Consumer Insights Manager, Kraft Foods Australia



- Volume and revenue increases outstripped objectives:
- Revenue Increased by 50.2%
  - Volume Increased by 51.7%
  - Incremental Unit Sales of 1,015,000 units

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