

# Danone Aqua Ad Visual & Headline Test



## The Business Challenge

Danone Aqua in Indonesia wanted to test 4 choices of key visuals and 2 choices of headlines for their international ad campaign, in which Danone Aqua is connecting to soccer and the Youth Nations Cup. The purpose was to understand which visual and headline were the most appealing to targeted consumers of Danone Aqua.



## The Results

The sample results met all the target audience requirements and gave a reliable relevant consumer preference to identify the preferred visual and headline for the campaign.

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*OpeepL provides a very easy interface and way of reporting compared to other platforms I have used before. We are delighted that OpeepL is capable to provide a better distribution of panel compared to other agencies we have worked with.*

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*Ashish Verma, Head of Strategy & Insights at Danone Aqua Indonesia*