



Presto! Driving Awareness for Pesto

OBJECTIVE

Pasta brand wanted to drive awareness and trials of its new Pesto product. Their target audience was aware of Pesto, but didn't have the brand top of mind due to it being less visible on the shelf and not always easily findable in-store.

SOLUTION

To drive awareness amongst consumers most likely to purchase the brand's Pesto, their agency engaged SMB Media Consulting to leverage digital media channels and tactics that provide scale and the ability to hone in on potential consumers in the right places and at the right moments. SMB chose a mix of paid social, including Instagram, and paid search (Google) to maximize reach efficiently prior to considering the addition of incremental media channels to the plan.

RESULTS



Cost per click for search
decreased by
73%



Click-through rate on Instagram
increased by
1.77%

We're so glad we're here to help. Get started today by reaching out to **917-596-2737** or email hello@smbmediaconsulting.com