

TOO YUMM sponsored and integrated “LOVE OK PLEASE” youth centric show and saw significant uplifts in their Brand KPIs



OBJECTIVE

Drive Brand Awareness and maximise reach amongst the target audience

SOLUTION

TOO YUMM sponsored the youth centric show “Love OK Please” to associate themselves with youth their key target audience. Kantar BLS was done to understand the impact of sponsorship on TOO YUMM’s Brand KPIs

LEADING TO STELLAR RESULTS

+22%

Aided Awareness

+19%

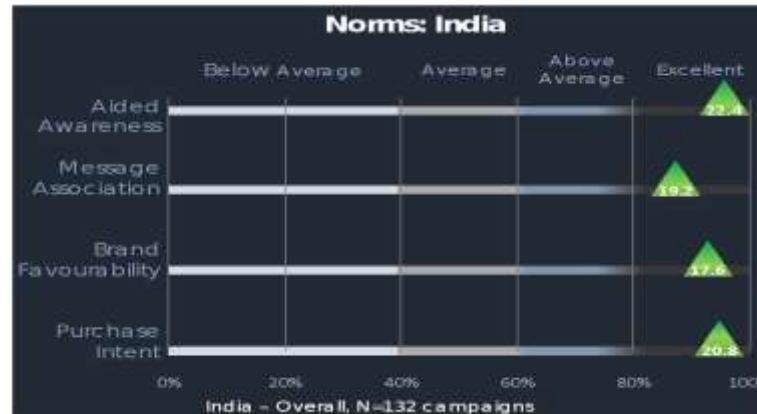
Message Association

+21%

Purchase Intent

+18%

Brand Favourability



Client: TooYumm | | Show Love Ok Please

In-Content - Brand Partnership : Powered by Sponsor



In Show Active Integrations



In Show Passive Integrations

