

COCINA

Cultureshapers

Inspiring the cultureshaper in all of us through media and storytelling powered
by Hispanics

FEB 14 | 2023

Case Studies & Testimonials



A word from our partners

"COCINA isn't just a great partner, they are the kind of partner that makes you forget the challenges of pandemic production. They are not only resourceful and responsive but their impact is quantifiable"



Ayiko Broyard
EVP, Group Account Director
Walton Isaacson
Project: Lexus Art of Food

"When COCINA First shared their vision for this program, we were immediately struck by the rich range of individual stories that could be connected through the universal appeal of a global sport. We specifically loves the interplay between Latin culture juxtaposed against a Qatar backdrop that creates such a compelling and unique set of stories"

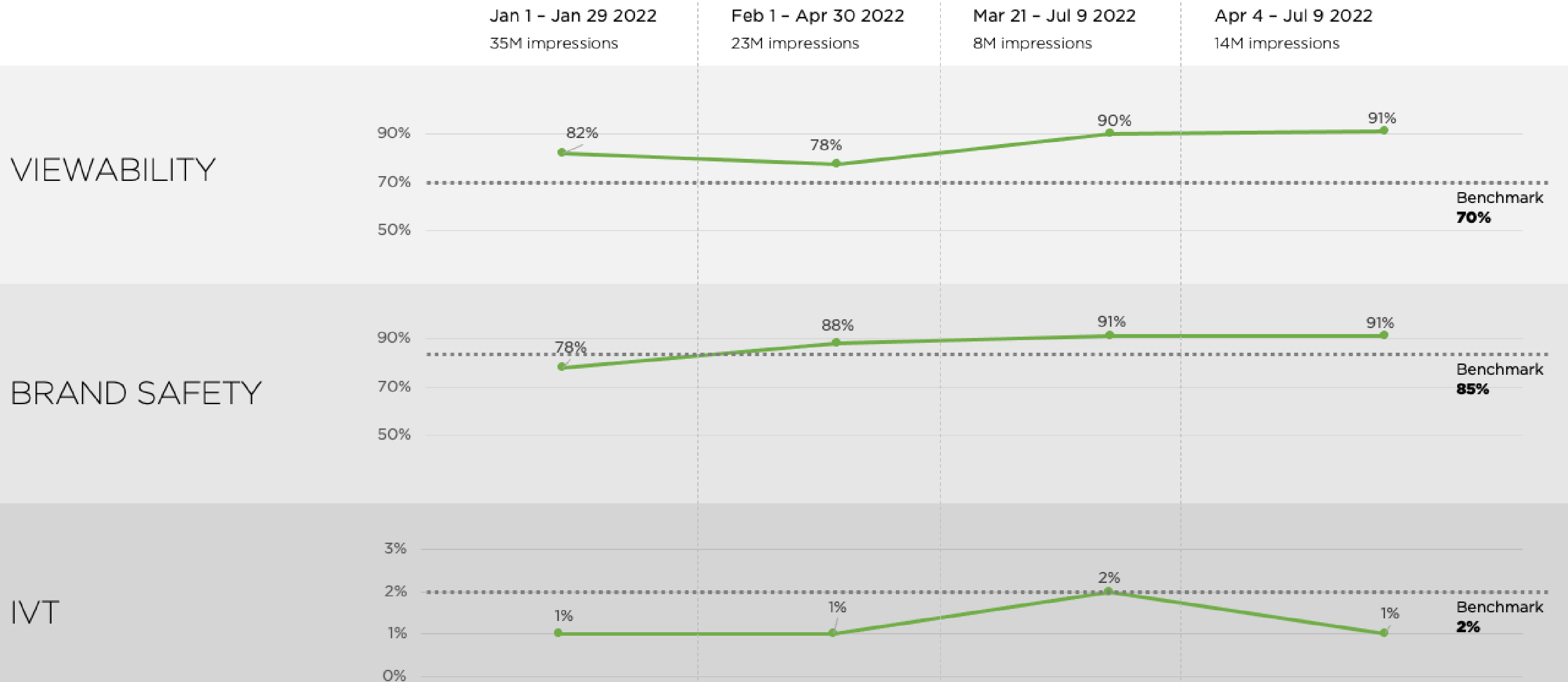


Kerry Bianchi
Global CEO
APEX
Project: Road to Qatar

Case Study #1

Product: Media
Client: Retail

Beating Benchmarks for top retail clients



Retail

- Objective: Establish the brand (top Retail client) as a go-to family shopping destination by helping parents to navigate post pandemic challenges
- Investment: \$665k
- Flight: 3 months
- Platforms: Mobile, Desktop, OTT

COCINA
media

35.3M IMPRESSIONS DELIVERED ON TARGET

9%

Over delivery
(35.3M vs 32.5M promised)



FORMATS

- Online video
- CTV video
- Sponsorship
- Display
- Shoppable



STRATEGIES

- Contextual
- Behavioral
- 100% SOV branded

PREMIUM MEDIA

Surpassing Digital Retail benchmarks (DV Metrics)

+7.9%

VIEWABILITY ON CTV
VIDEO

97.9% vs 90% industry
standard

+11.4%

VCR ON ONLINE VIDEO

86.4% vs 75% industry
standard

1%

IVT ON VIDEO

Vs 2-3.5% industry standard

Retail

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COCINA
media

FORMAT	Viewability			VCR			CTR			IVT		
	Campaign	Retail benchmark	COCINA	Campaign	Retail benchmark	COCINA	Campaign	Retail benchmark	Campaign	Retail benchmark	COCINA	
Mobile Interstitial	82%	75%	+7%		N/A		1.62%	1.5%	+0.12%	4%	2-3.5%	-0.5%
Mobile sponsorship	83%	60%	+23%		N/A		0.41%	0.35%	+0.06%	3%	2-3.5%	IN BM
Contextual Mobile video	84%	75%	+9%	86.4%	75%	+11.4%		N/A		1%	2-3.5%	SURPASSING
CTV Video	97.9%	80%	+7.9%	97.9%	90%	+7.9%		N/A		0%	2-3.5%	SURPASSING
Behavioral Mobile video	80%	75%	+5%	87.5%	85%	+2.5%		N/A		1%	2-3.5%	SURPASSING

Case Study #2

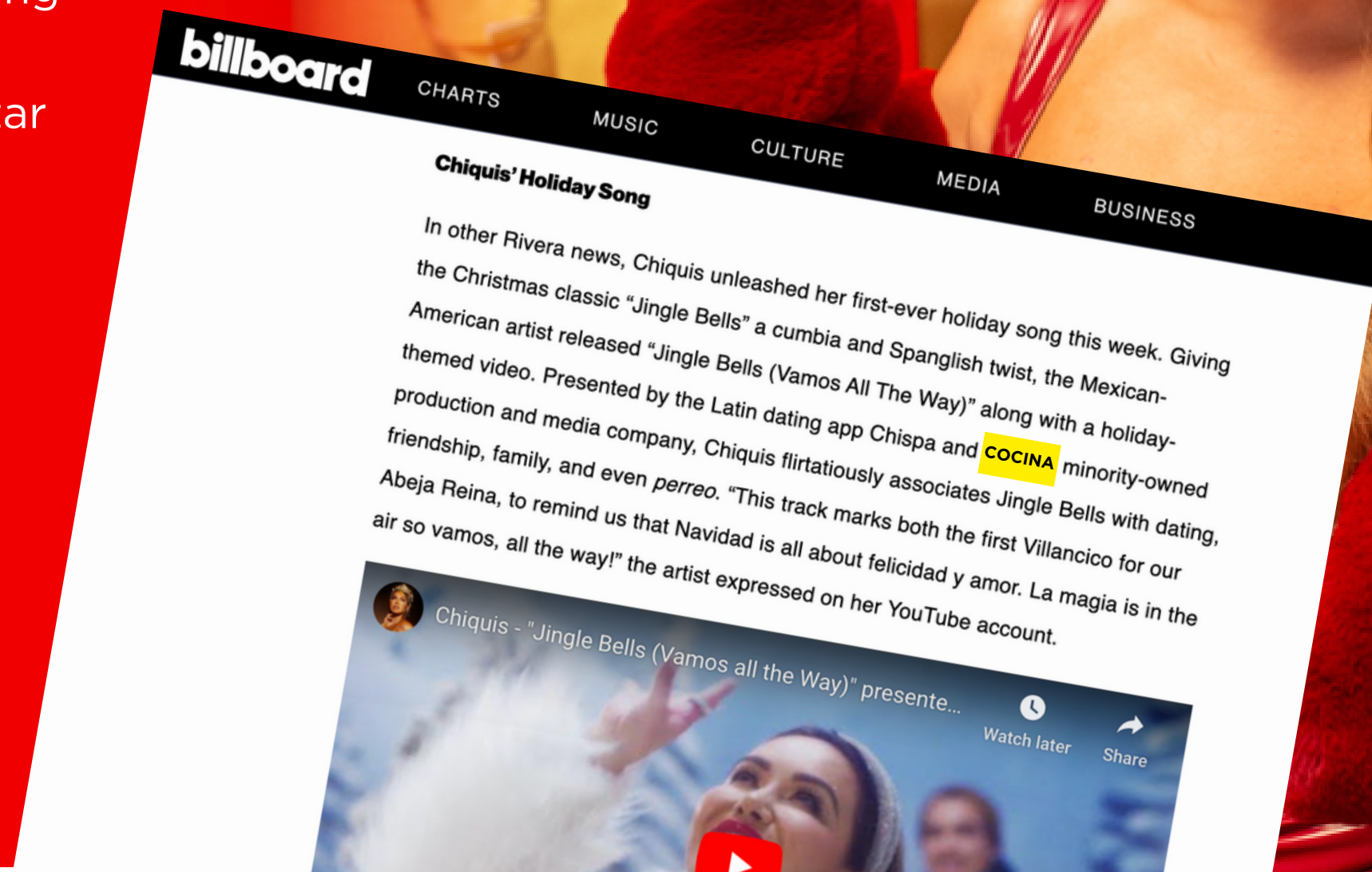
Product: Content
Client: Technology

Chiquis

COCINA

+
Chispa

COCINA reimagined Christmas, launching “Jingle Bells (Vamos All the Way)”. A bilingual Latino Anthem with superstar CHIQUIS for Match’s Chispa. Fun fact: her first ever Christmas song!



Chiquis

COCINA

Partners: Universal Music, Peermusic

Talent/Access: Chiquis & Grammy nominated /winning writers/producers

USH Passion Point: MUSIC

Distribution/Reach: first to market, digitally native - released as a true all-new original release on all DSP's (Spotify, Apple Music, YT Music, TikTok, Instagram, etc.); and directly to Chiquis engaged 16M+ social audience; massive reach with earned PR!

Brand inclusion: inside the song chorus (today & for years to come), organically inside the actual official music video & YT title.

Cool Points: Billboard covered our song next to Bad Bunny and Lupita Nyong'o AND the video aired before the final Mexico World Cup game.

Case Study #3

Product: Branded Content,
Performance and Media
Client: CPG

Retail

- Objective: Increase brand's awareness and purchase intent among Spanish Dom and bilingual users
- Investment: \$550k
- Flight: 10 months
- Platforms: Mobile, Desktop, OTT

COCINA
media

44M IMPRESSIONS DELIVERED ON TARGET

14%

Over delivery
(44.7M vs 39.5M promised)



FORMATS

- Branded content
- Social
- Online video
- CTV video
- Display



STRATEGIES

- Contextual
- Behavioral
- Demo Targeting (deterministic)

SALES LIFT

Sentiment / Intent before and after campaign start

+47%

Lift in occasional buying

Purchase brand at Least
Occasionally

+68%

Lift in recent purchase

Brand is the Brand of Cooking
Oil Most Recently Purchased

12M

VIEWS

Branded content Views

Methodology

Background

- Cocina partnered with the client on a digital advertising campaign
- The objective of this research is to provide the client with direct ROI on this campaign by measuring:
 - Immediate sales lift (increase in purchasing or plans to purchase the client's product);
 - The longer-term "halo effect" of the campaign on brand perception (overall brand love and affinity, and how culturally aligned the brand is with the Hispanic community) that will translate to loyalty and repeat purchases.

Methodology

- Survey prior to campaign launch plus 2 surveys during campaign (October and December)
- Sample for each survey: 400+/- online surveys among consumers who are responsible for at least some of the household's grocery shopping:
 - 150+/- Cocina users (intercepted digitally)
 - 250+/- Hispanics who are Spanish-language viewers* (national, online panel), for benchmarking purposes

Survey development

- The study will be against Cocina for all of the custom content and the launch will include social, display and video ads along with content integration
- We will conduct a 3-wave research project that will be fielded pre/at launch of the campaign, at the midpoint of the campaign, and post-campaign, as follows:
 - Less acculturated Hispanics is the target for this research. We will work with the COCINA team to embed survey in their social media feeds, and, as relevant, to the audiences of other media where the campaign will run.
 - The Core Survey will measure the brand's current brand positioning: How the client and competing brands perform on key brand attributes, such as awareness, consideration, brand affinity/brand love, and how well the brand understands and serves the needs of Hispanic households (cultural relevance).
 - In addition, we will develop a Sales Lift Module in which we will ask the participants about their experience: How frequently they purchase, which brands they purchase the most, which brand of they purchased most recently, and which brand they are most likely to consider buying the next time they purchase.
 - We will also develop a Campaign Impact Module that will measure specific outcomes from the campaign, such as "made a recipe I found on the site", "shared a recipe I found on the site", "started following an influencer I learned about on the site," etc.

Gracias!

cocina.rocks
wearecocina.com

connect@wearecocina.com