



Success Stories



Good Food, Good Life

Case Study: Nestlé Life Style Survey

Nestlé manufactures and distributes a wide range of dairy food, beverages, confectionery, infant and clinical nutrition to almost all households around the world. With headquarters in Vevey, Switzerland, Nestlé has been recognised the world's biggest food and beverage company. Employing more than 253,000 people, the company has factories and operations in almost every country in the world.

Commission Monster was appointed by Nestlé to work on their Life Style Survey promotion. The project was undertaken by Commission Monster working in close conjunction with Singleton Ogilvy One. Offering a first prize of \$15,000, the survey required each applicant to fill up a 15-20 minute food related survey. The target market for this survey was females over the age of 25, preferably with family. Surveys were conducted in three periods, from November to December 2003, March to June 2004 and for one week only in December 2004.

Nestlé granted Commission Monster to undertake the project given the targeted affiliates' profiles that Commission Monster can offer. This was largely based on the affiliates' site category, content, and member database.

The Results

A total of 85,343 surveys were completed during the promotional campaign.

Nestlé Life Style Survey Campaign	Number of Approved Affiliates	Number of Completed Surveys
Period: November – December 2003	175	27,574
Period: March – June 2004	95	42,769
Period: 11 th Dec – 18 th Dec 2004	3	15,000
TOTAL		85,343

Source: Commission Monster Pty Ltd



Conclusion

Nestlé's results illustrate the power of advertising with Commission Monster. Nestle achieved the following:

- Cross-promotion of traditional sponsorship activities in the online environment
- Increased the Nestle database by over 70,000 new customers
- Fixed acquisition costs with increased brand awareness
- Deliverable and accountable results accessible in real-time.

Contact Sales

Please call/email us to arrange a meeting and demonstration on how we can fulfil your online business solution needs

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