



 Xapads


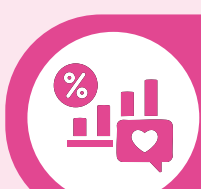

 DMP
COMMUNICATIONS

 RED  BELL

Launch of Red Bell Oil-Based Food Color

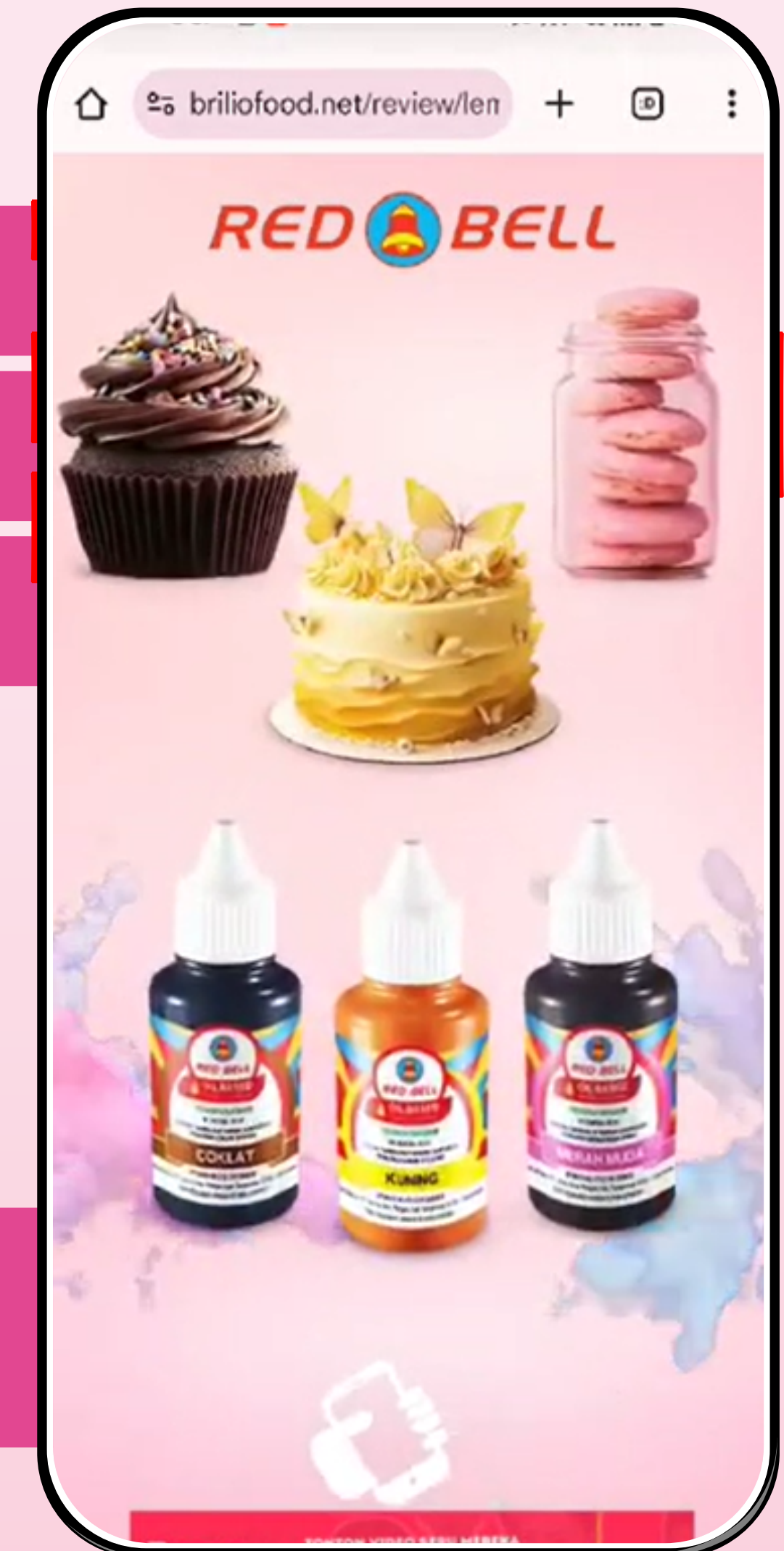
Objectives

Since Red Bell wanted to showcase its new offerings, the objectives were:

-  Drive awareness for Red Bell's oil-based food colors among the right audience.
-  Boost engagement through interactive ads that showcase product versatility.
-  Increase traffic to Tokopedia and Shopee to drive conversions and sales.

Challenge

-  Educating users on the benefits of newly launched oil-based food colors over traditional alternatives in a competitive market.



User Journey Framework

Since Red Bell wanted to increase awareness about their latest offering we decided to create a customized framework to enable user journey in two steps





Scan the Audience

Since Red Bell offering is for a very niche crowd, targeting is of prime importance to reach the interested audience, so we decided to target

DEMOGRAPHIC



Gender
Male & Female



Age
30-50 years old



Indonesia

AUDIENCE SEGMENTS:



Women with an affliction to baking | people who bake professionally or from home | Food influencers

ATTRIBUTES



Interest-Based Targeting:
People who watch cooking related content | Health & Wellness | Lifestyle

AD PLACEMENT & FORMAT



Platform
Mobile Web



Ad Type
Rich Media ad



Hyper-focused Targeting

- Mothers/Women between age group of 30–50
- Home Bakers
- SME in Food & Bakery space
- Professional chefs
- Food enthusiasts and influencers
- People with interest in cooking and baking
- Confectionary shop owners and alike



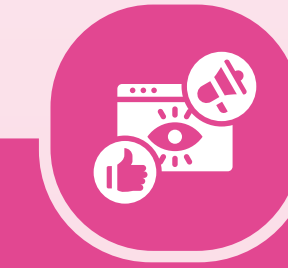
A

Awareness Builds

To build awareness about the new offering, we used a rich media ad that engages the user while showing the variants of the product.



>



4.2M+

Impressions

K

Key Message Reinforcement

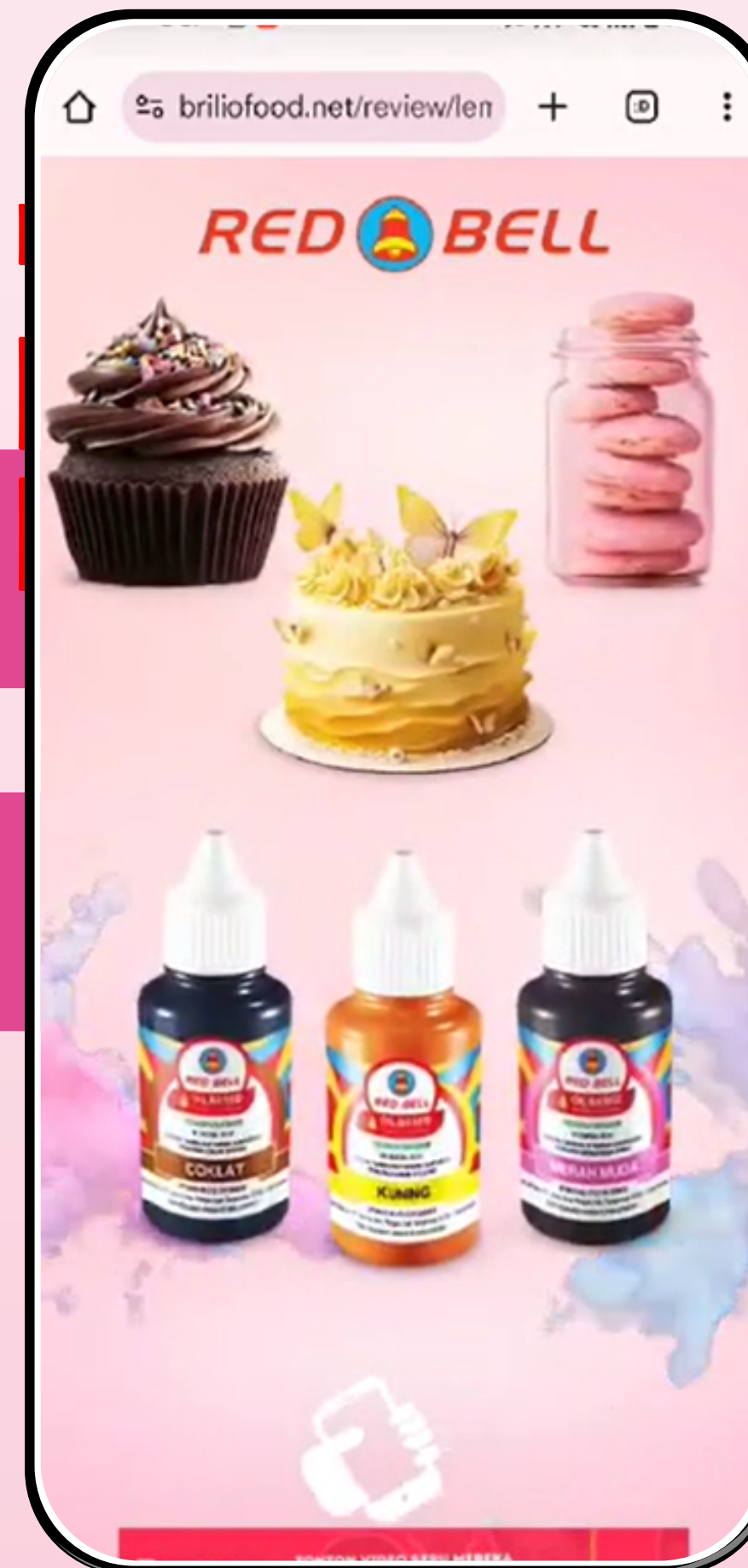
Consistently reinforcing key messages and showcasing the variants available for stronger brand recall

Multiple Options

Better Blending

Rich Pigmentation

Works on all types of food
and desserts



E

Experience the Fun Before Shopping

A final engaging moment before transitioning to the shopping phase, this helped users get a sense of creative possibilities with Redbell's latest offering



133K+
Clicks



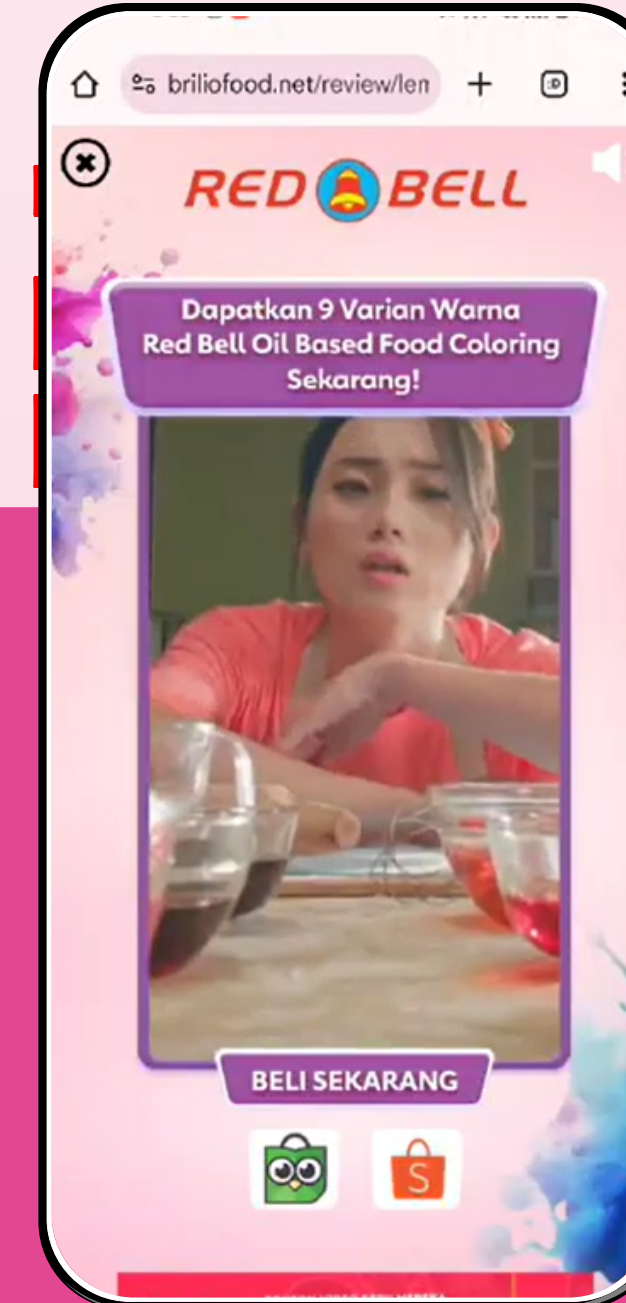
99.9K+
Clicks



88.6K+
Clicks



78.3K+
Clicks



64.3K+
Clicks


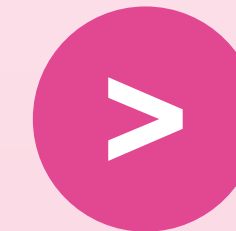
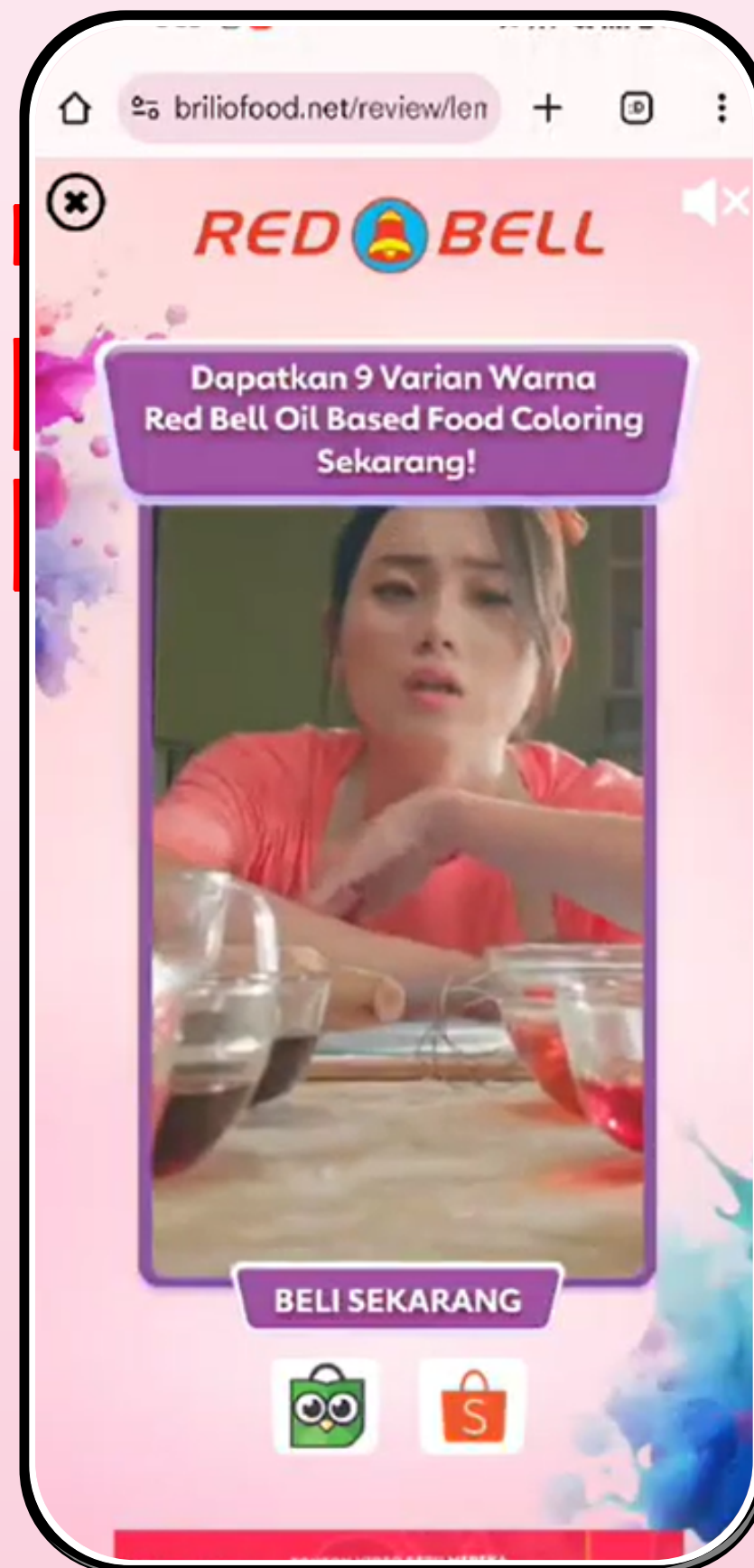


170K+
CTA



Showcase Video To Highlight USP

While the first phase was for boosting brand awareness, the next phase would help complete the user journey by boosting converts



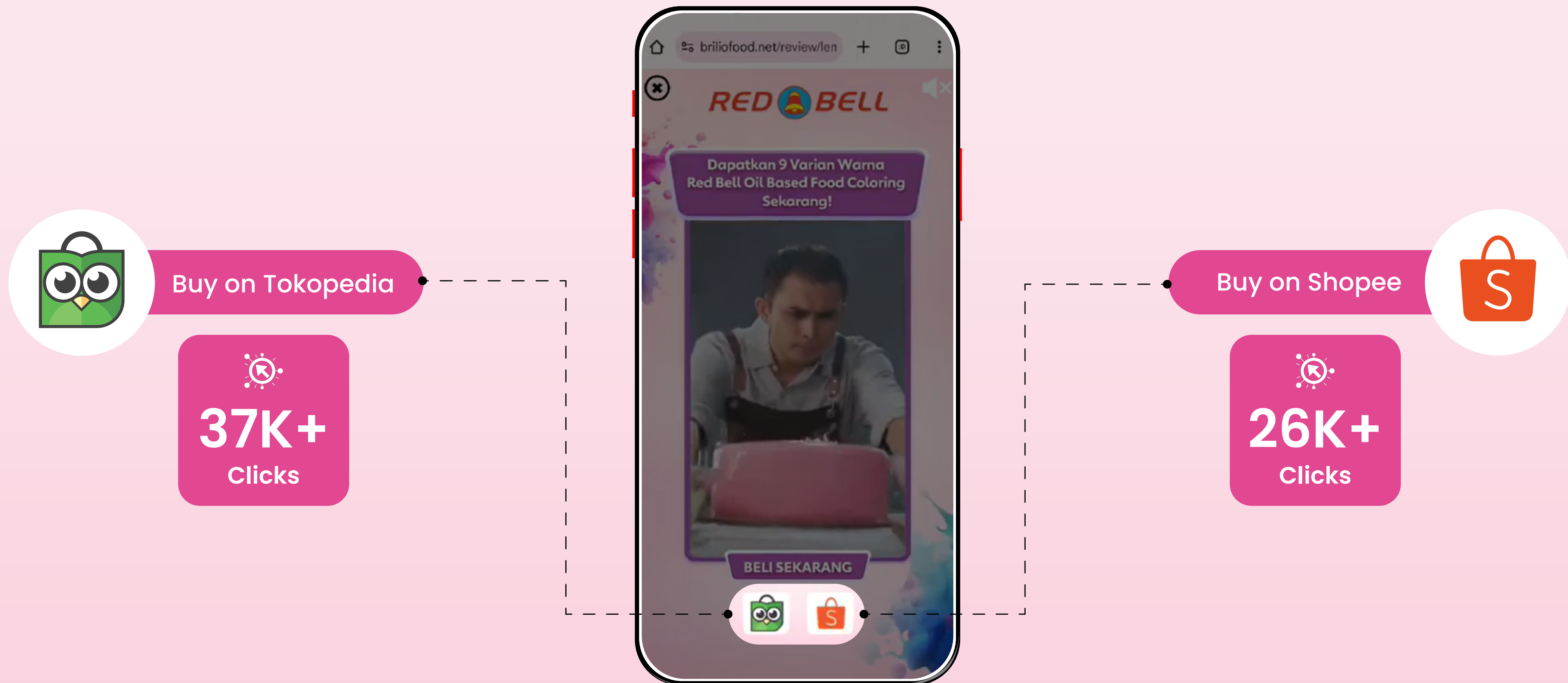
14.99%

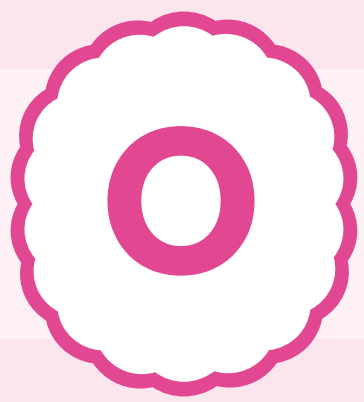
**Engagement
Rate**

H

Hit the CTA

Two very clear CTA buttons appear that ensure easy navigation to the preferred marketplace and can help boost purchases

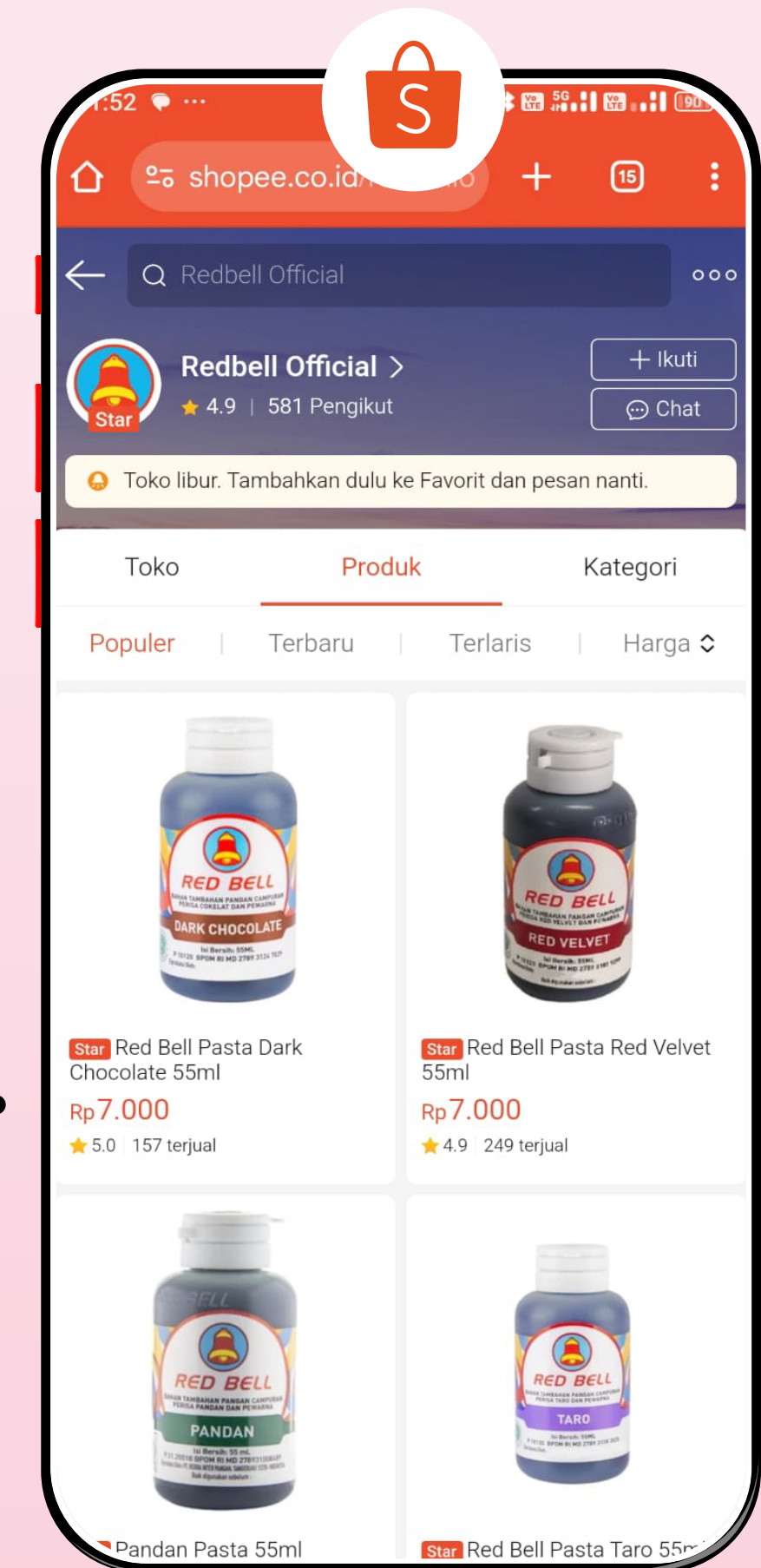
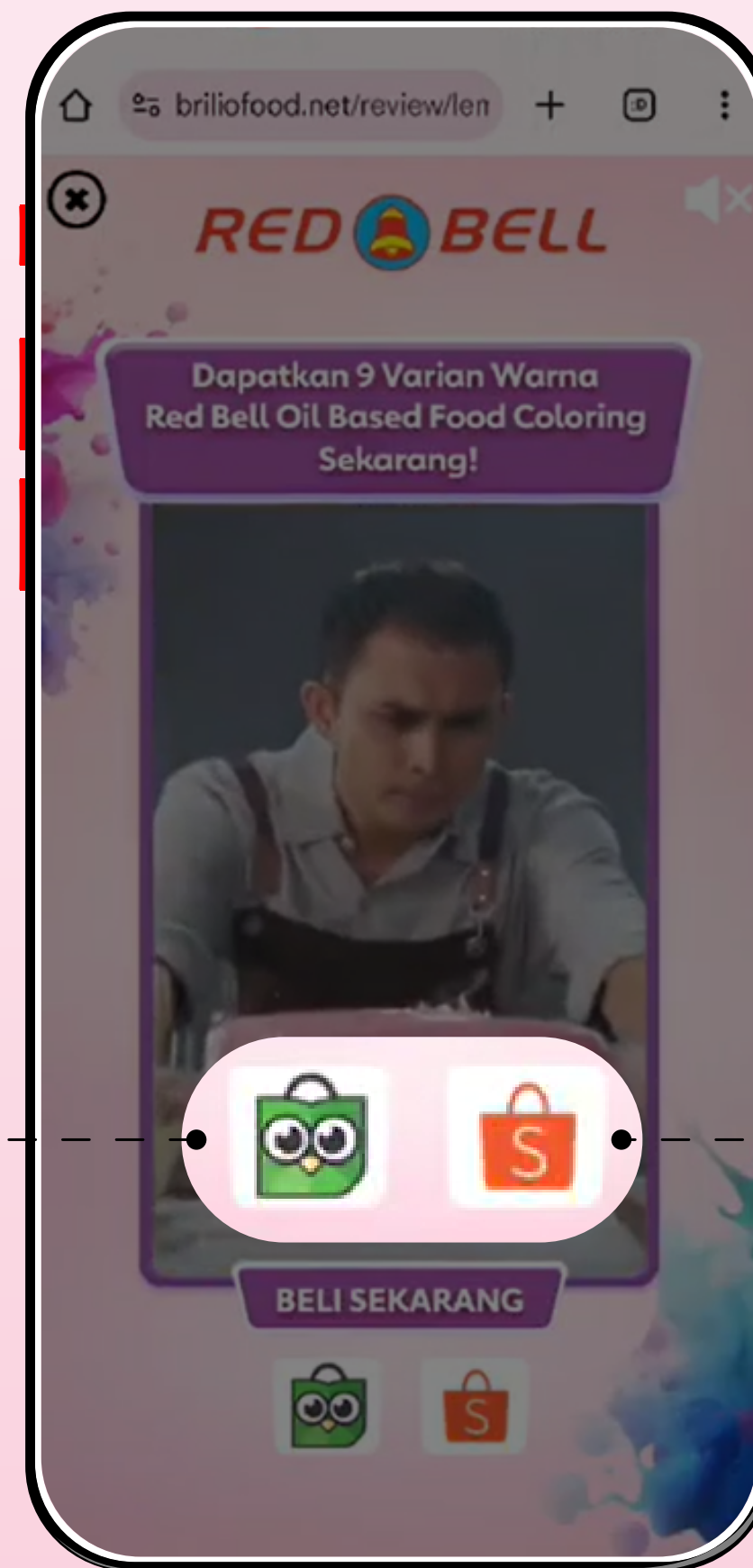
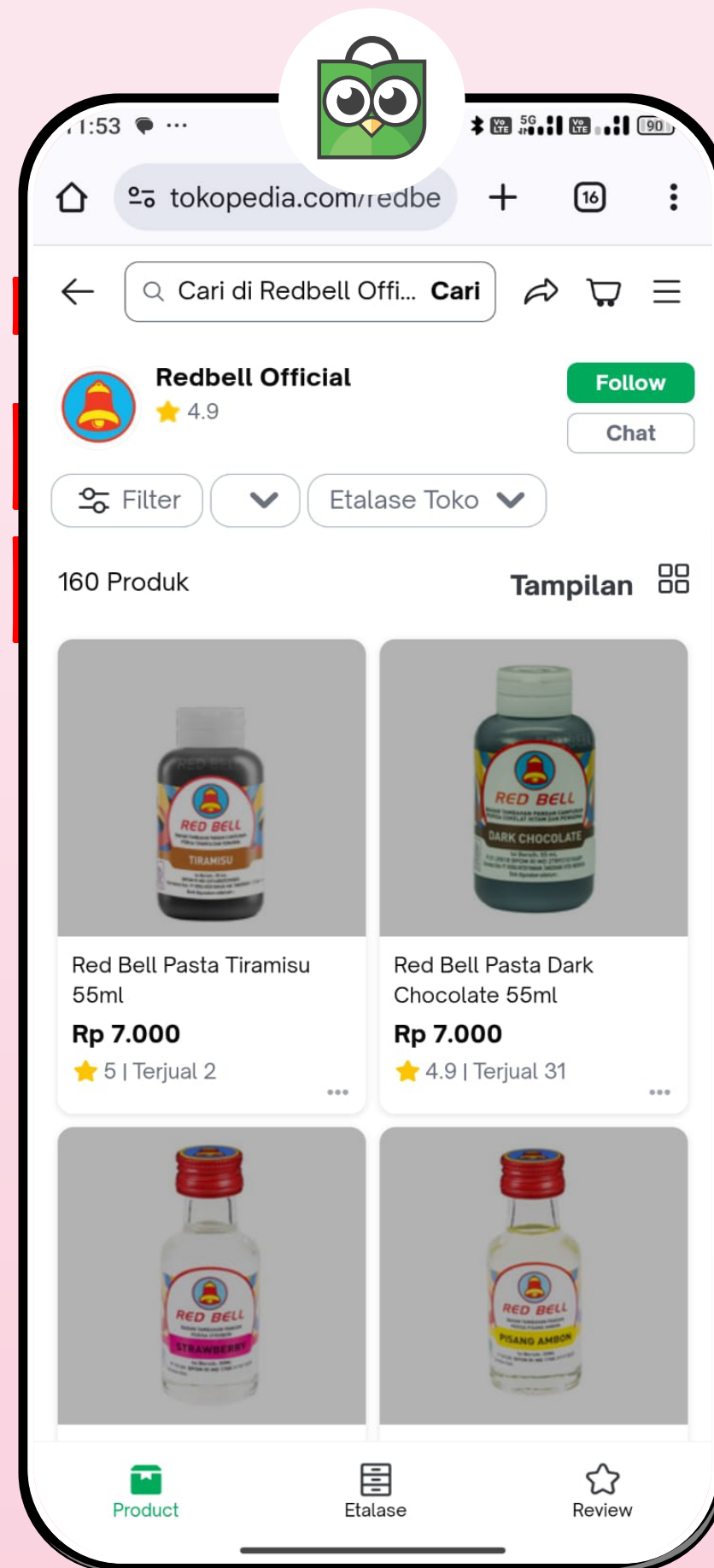




Order with Ease

Upon clicking it, it redirects users to the respective e-commerce pages, which further ensures seamless browsing and adding products to the cart.

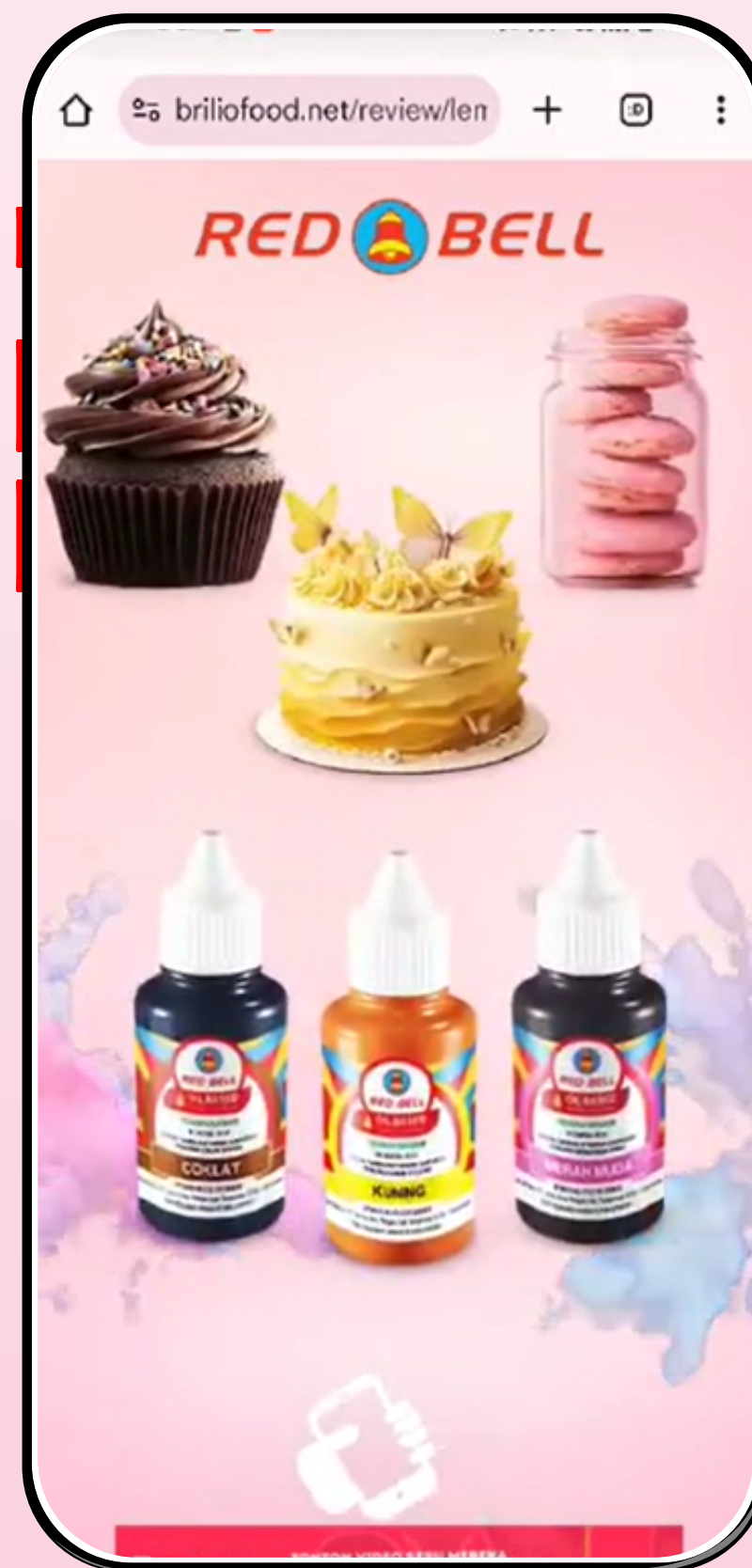
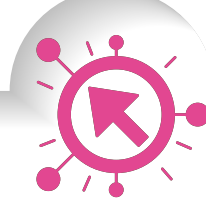
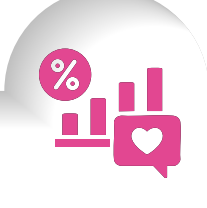
Phase 2 – S.H.O.P



P

Perfect Results

The campaign effectively moved users through the funnel, from awareness to action, delivering strong results:

**4.2M+****Impressions****64K+****Clicks****1.52%****CTR****14.99%****Engagement
Rate**

By combining precision targeting, immersive creatives, and performance optimization, Red Bell successfully positioned itself as the go-to oil-based food coloring brand for both home bakers and professionals.



THANK YOU!

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