

Press release

Invibes devises an interactive in-feed campaign to promote Pom'Potes® nutritional commitments

Paris, 12 September 2023 - To highlight the nutritional values of the Pom'Potes® brand and raise its awareness among its target audience, Invibes and media agency Spark Foundry have deployed an engaging in-feed video campaign.



ACTUALITÉ DES MARQUES ▾

Écrabouillage
DE FRUITS
POUR UN BON
GÔTER.

Pour votre santé, évitez de grignoter entre les repas. www.mangerbouger.fr

Le mix de fruits pour un bon goûter
Redécouvrez le plaisir du goûter avec une gourde Pom'Potes®
= une portion de fruits. Pssst... en plus c'est nutri-score A!

NUTRI-SCORE
A B C D E

Inspired by  Invibes

This autumn, the Pom'Potes® brand and its media agency Spark Foundry called on Invibes to strengthen the brand's image with its target audience and promote the nutritional values of its products with a Nutri-score of A.

In order to meet the brand awareness objectives, sixteen creatives were devised: eight Full Play formats and eight Invibes Survey formats. The aim of this two-stage campaign was to inform parents about the nutritional quality of Pom'Potes® products, then to ask them about their consumption habits with regard to their children and to ask their opinion about the advertisement they had previously watched.

By measuring the impact of the Full Play format through the Survey format, Invibes was able to generate engagement and positive attention from users.

Using Invibes' proprietary targeting technology, the campaign was able to spark the interest of parents of children aged 3 to 8 while promoting the Pom'Potes® brand as a healthy product, suitable for a balanced diet, particularly at snack time.

The image shows a digital advertisement for Pom'Potes. At the top right, it says "ACTUALITÉ DES MARQUES" with a dropdown arrow. The main header is red and contains the Pom'Potes logo, the title "Le mix de fruits pour un bon goûter", and the text "Redécouvrez le plaisir du goûter avec une gourde Pom'Potes® = une portion de fruits. Pssst... en plus c'est nutri-score A !". Below this is a yellow banner with the "Établissements" logo and a "Découvrir" button. A red banner below that contains the text "POUR VOTRE SANTÉ, MANGEZ AU MOINS CINQ FRUITS ET LÉGUMES PAR JOUR. WWW.MANGERBOUGER.FR". The main content area is a quiz question: "A quelle fréquence vos enfants consomment un goûter équilibré ?". It has three answer buttons: "de 2 fois par semaine", "environ 2 fois", and "+ de 2 fois par semaine". At the bottom right, it says "Inspired by" followed by the Invibes logo.

Jérôme Mariot, Media & Digital Manager - Pom'Potes®: "This collaboration with Invibes fulfils all our expectations. We wanted to highlight our nutritional commitments to enhance the value of our products at snack time and strengthen our reputation with our target audience, and the dynamic and interactive formats proposed have enabled us to achieve these objectives."

Would you like to find out more about our in-feed formats?
Get in touch with us: sales@invibes.com

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specialising in digital advertising innovation.

Founded on the philosophy that advertising efficiency comes from being truly innovative and naturally engaging to users, Invibes has developed an integrated technology platform for brands to reach consumers through impactful in-feed advertising.

Invibes delivers advertising that creates positive attention by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services.

Pioneering the way in sustainable advertising, Invibes also offers a unique solution to offset campaign emissions through its Carbon-Neutral label.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Dell, IKEA and Toyota, we rely on even greater people. At Invibes we strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: www.invibes.com
Invibes Advertising is listed on the Euronext Stock Exchange
(Ticker: ALINV – ISIN: BE0974299316)

Read our latest press releases at:

<https://www.invibes.com/investors.html>

Follow the latest news about Invibes Advertising on:

[LinkedIn @Invibes Advertising](#) [X @Invibes_adv](#)

PR Contacts :

Sami Battikh

Country Director France

+33 6 09 17 46 98

sami.battikh@invibes.com

Kris Vlaemyck

co-CEO

kris.vlaemyck@invibes.com