

Jollibee's Successful Birthday Blowout through Innovative Ad Formats on Grab.

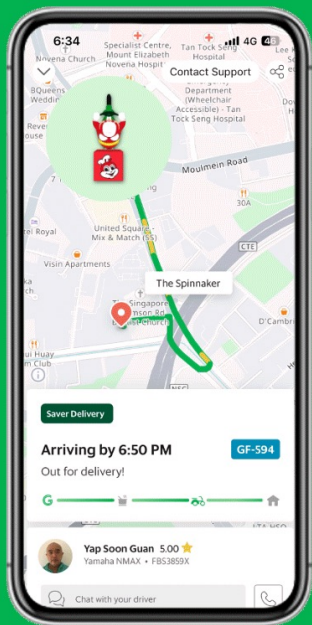
Campaign Period:
26 Oct 2023 to 25 Nov 2023

Solution:
Kantar Brand-lift Study
Full-Funnel Campaign
Innovative Ad Format
Delivery Car Icon
GrabFood Pop-Ups
Masthead
Home Page
Offer Page

Targeting: Philippines



Ad Formats



Car Icon

Challenge

Jollibee Philippines celebrated its 45th Birthday Blowout campaign on Grab with an objective to raise purchase intent and recommendations.

Solution

A full-funneled campaign showcased Jollibee's delivery icon and visuals for pop-ups, mastheads, home page across multiple ad spaces on Grab. The ads' relevance was amplified by the consumer's intent to order food on Grab, making them more likely to seek out Jollibee's offers. This strategic placement led to a 2.2-fold increase in purchase intent and stronger resonance with the Filipino identity, encouraging recommendations among local audiences.

Results

Overall, the campaign helped Jollibee reach 4.6 million Filipinos gaining 20.6 million impressions with 1.99% CTR.

+17%

Impact on Ad Recall
(3x higher than Kantar norms)

+8%

Impact on Purchase Intent
(2x higher than Kantar norms)

25X

ROAS

13%

Uplift in Platform Sales



GrabAds

Jollibee 