



AWARENESS

CASE STUDY



ADVERTISER DETAILS

With more than 3.800 stores and its own delivery service, REWE is one of the leading grocery retailers in Germany.

PRODUCTS USED

Non-Skippable In-stream Ads
Cross-Media Reach Measurement

THE CHALLENGE

In order to increase the awareness of their weekly offers, REWE relied heavily on paper circulars for a long time. However, due to sustainability concerns and changed user behavior, REWE decided to stop circulars in 2023 - expanding on digital solutions instead. A change they communicated with their "#umdenkbar" campaign in summer 2023.

THE APPROACH

In addition to their strong presence on TV, REWE leaned into YouTube to drive reach among key audiences which are tougher to reach on linear TV. As REWE wanted to make sure their message was seen and heard, they decided on Non-Skippable ads for their campaign, targeted at their desired demo audience. To measure cross-media campaign reach, REWE and Google used Gemius Post Buy.

INSIGHTS

- With only a small share of the budget, YouTube drove 40% net reach overall, with +15ppt incremental reach on top of TV (66%).
- Overall YouTube delivered reach at 7x lower cost-per-point compared to TV.
- In addition, due to its demo targeting, a large percentage of these contacts on YouTube were within the target audience.

"With our move from paper circulars to digital, we show that it is possible to re-imagine how we reach our audience. The same is true for YouTube: The results show that YouTube is an effective and cost-efficient channel to drive incremental reach together with TV."

Thomas Töpfer – Head of Paid Media, REWE

Incremental reach
through YouTube

Lower
cost-per-point

+15ppt 7x

