





In order to celebrate the 40th anniversary of Knacki, Herta launched a 100% Facebook video plan.

The campaign was a serie of 7 episodes taking from 31 seconds to 1:29min.

Thanks to MarketingScan' study, Herta was able to measure facebook's exceptional impact on real sales in stores.



Market Test, by MarketingScan

This Facebook campaign lead to a strong sales growth,
market share growth and to an impressive return on advertising investment.

+4%
Of Volume
Sales

1,6€
Return on
investment

+1,9pt
On Knacki's
volume
market share



« This campaign was strategic: a video serie that has been broadcasted only on facebook within the objective of leading to sales growth. Once again, Facebook was the best solution to get customers the whole way to the marketing funnel. »

François Legeard – Product Manager - Herta

