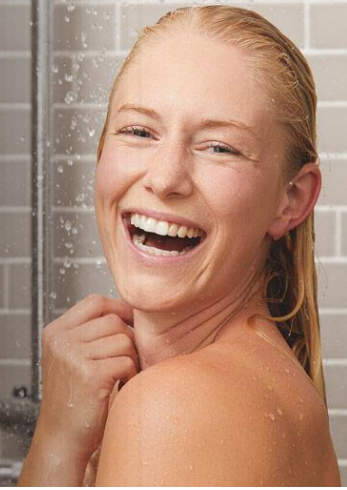


CONATIVE

SUCCESS STORY



CONATIVE reaches Kneipp®'s various target groups, and thus demonstrably generates awareness and builds trust.

Initiative

Initiative Media is part of the IPG agency network and, with 2,800 employees in 85 countries, is one of the world's leading media agencies. The full-service media agency pursues one goal: effectively addressing the target group at the right time in the right place with the right message.

Kneipp

Kneipp® is not only a traditional brand "Made in Germany" whose roots go back to the 19th century, it is an internationally known brand in the field of body care and health and stands worldwide for effective, innovative and natural products.



"CONATIVE is ideal for generating awareness and interest in a brand or a specific product. The Expand format offers users the opportunity to interact with brand messages and at the same time be provided with educational content."

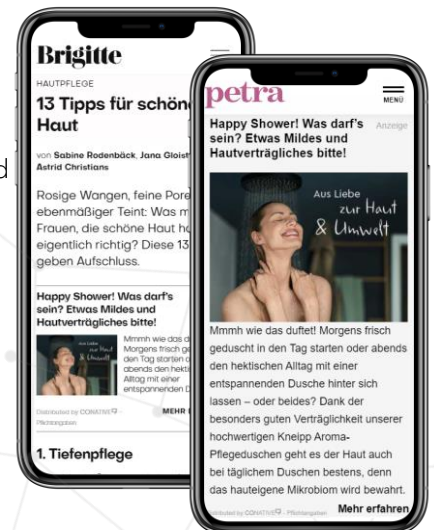
Tessa Johannes | Senior Planner Digital | Initiative Media GmbH

MISSION

With the awareness campaign, Kneipp® wants to create consideration and trust. Consumers should understand what is so special about the premium brand's product line. Existing and new customers are to be addressed and informed that Kneipp® aroma care showers are good for the skin, psyche and environment. Brand lovers are to be encouraged in their brand loyalty and new customers are to be convinced and won over.

SOLUTION

With this expanding format, CONATIVE offers the perfect solution for presenting the proof points of Kneipp® in a credible and impressive way. By means of AI-based targeting, both brand lovers and potential new customers are specifically addressed in CONATIVE's wide-reaching premium network.



RESULT

- After reading the CONATIVE ad, 11 % of readers actively click to learn more about the premium shower products on the landing page
- Readers spend an average of 32 seconds actively engaging with the ad and the content and proof points it presents about Kneipp® FMCG care products

TEASER

HAPPY SHOWER! WAS DARF'S SEIN? ETWAS MILDES UND HAUTVERTRÄGLICHES BITTE!

Mmmh wie das duftet! Morgens frisch geduscht in den Tag starten oder abends den hektischen Alltag mit einer entspannenden Dusche hinter sich lassen – oder beides? Dank der besonders guten Verträglichkeit unserer hochwertigen Kneipp Aroma-Pflegeduschen geht es der Haut auch bei täglichem Duschen bestens, denn das hauteigene Mikrobiom wird bewahrt.

[Mehr erfahren](#)

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EXPAND-FORMAT

MIKRO - WAS? MIKROBIOM!

Das Mikrobiom bezeichnet die Summe aller Mikroorganismen auf oder im Körper – unter anderem besiedeln sie auch unser größtes Organ, die Haut. Dort bildet das Haut-Mikrobiom eine Schutzschicht vor Eindringlingen wie Krankheitserregern oder Umwelteinflüssen und ist dabei so einzigartig wie unsere DNA. Somit ist es wichtig, diese natürliche Hautbarriere durch besonders milde und pH-hautneutrale Produkte zu bewahren: gelingt mit Kneipp Duschen hervorragend, wie innovative wissenschaftliche Studien zeigen!

WIN-WIN: GUT ZUR HAUT – GUT ZUR UMWELT

Vital oder entspannt, das fresh-out-of-shower-Gefühl lieben wir doch alle... Doppelt gut fühlen wir uns, wenn wir bei unseren Pflege- und Wohlfühlmomenten unter der Dusche auch auf die Umwelt achten. So sind die Inhaltsstoffe der Kneipp Duschen zu 98% biologisch abbaubar und die Rezepturen frei von Mikroplastik sowie Paraffin-, Silikon- und Mineralölen. Denn: Verantwortung gegenüber der Natur zu zeigen und Nachhaltigkeit zu leben, liegt Kneipp ebenso am Herzen wie die hohe Qualität unserer Produkte.

GUTE NACHRICHTEN FÜR VIELDUSCHER

Ob kalt, warm, schnell oder ausgiebig – jeder hat seine eigenen Duschvorlieben. Doch stört es unsere Haut eigentlich, wenn wir uns gerne häufig duschen? „Bei milden und modernen Duschrezepturen steht dem täglichen Duscherlebnis nichts entgegen, ganz im Gegenteil.“ so Jürgen Blaak, Head of Cosmetic Science and Regulatory bei Kneipp. Na wenn das so ist, let's shower – zum Beispiel mit unseren Aroma-Pflegeduschen „Lebensfreude“, „Sei frei, verrückt und glücklich“ oder „Goodbye Stress“!

[Weitere Infos gibt es hier](#)

Kneipp

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Schließen

CONATIVE CREATES TRUST

This is already the fourth successful CONATIVE campaign for Kneipp® and Initiative Media. With the expanded format, CONATIVE offers the perfect advertising format to credibly convey the USPs of Kneipp®. Interested readers receive detailed product information in the expanded advertising medium and can thus engage intensively with the educational brand messages, which builds trust.

CONATIVE's artificial intelligence (AI) ensures that the teaser is played out precisely to the target group. It adapts the content of the teaser and learns on the basis of the performance values in order to continuously optimize the ploy and results of the campaign. Due to the very good results, CONATIVE has been a recurring component of Kneipp®'s media plan since 2020.

CONATIVE FACTS

CONATIVE is an expanding "in-read" advertising format that places a wide variety of media content in the user's reading flow. With AI-powered optimization technology Momentum, multivariate creative optimization, algorithms and neural networks are used to achieve maximum campaign performance.

"For Kneipp®, CONATIVE is an ideal advertising format for education campaigns, which we are very happy to use to highlight the USPs of our products and explain them in more detail. The positive thing is: the Expand format is close to the customer and thus creates trust."

Nicole Hoffmann | Produktmanagerin Kosmetik DACH | Kneipp GmbH

