



A Recipe for Growth

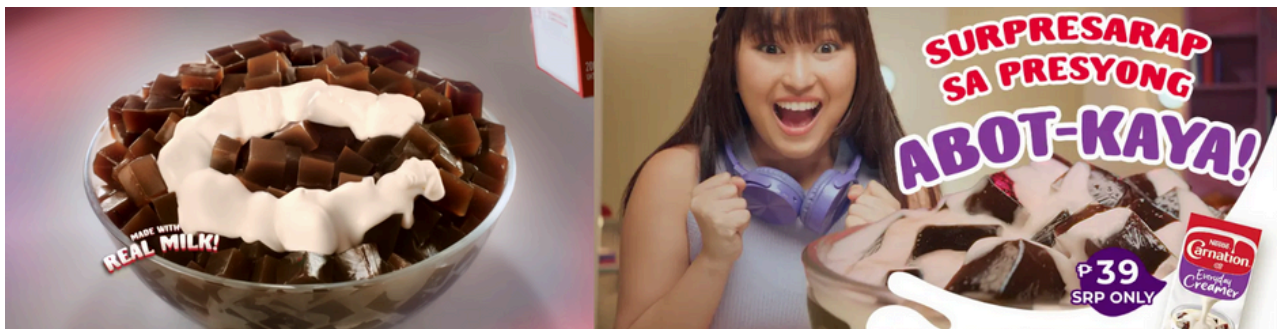
Discover the power of Nestlé
x SeenThis x Openmind

SEEN
THIS



Nestlé, Openmind Philippines, and SeenThis joined forces to launch the Carnation Everyday Creamer campaign, designed to boost visibility and brand love in a competitive market segment.

Through a combination of creative excellence powered by SeenThis' adaptive streaming technology and a smart media strategy, the campaign achieved standout results: lifting both awareness and perception while surpassing key media performance benchmarks.



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Ad Recall

BLS results are uplift vs control

+9%

BLS measurement
provided by On Device

Spontaneous Brand Awareness

BLS results are uplift vs control

+6%

BLS measurement
provided by On Device

Higher CTR

51%

Comparison versus
compared/benchmark

Lower CPM

51%

Comparison versus
compared/benchmark