

POT NOODLE :
YOU CAN MAKE IT



OBJECTIVE

Strengthen the brand love for Pot Noodle & connect with the 16-24 'Go Getter' generation by launching Pot Noodle's competition to find the UK's next young inventors

Provide mass reach

#YOU CAN MAKE IT
WOOT!
MEDIA

STRATEGY

We delivered a phased programme powered by exclusive content partnerships with The Tab and The Poke

Supported with a high reach display campaign

ANYWHERE, ANYTIME...HOT WATER: ANYWHERE, ANYTIME...HOT WATER: ANYWHERE



SUCCESS

- › 15 original content pieces produced supporting all 4 phases of the Pot Noodle competition
- › 1.98x Guaranteed page views delivered
- › 2.6x Benchmark CTR from content to brand platforms
- › 1.7x Competition votes delivered vs. expectations
- › 2x benchmark for engagement rate on social posts
- › 2x benchmark CTR on standard display formats
- › Media achieved cost per unique reach of <3p

WOOT!
MEDIA