

# MAZOLA: AN A-MAIZE-ING CORN OIL

A case study in building awareness and educating consumers on the health benefits of corn oil.

## MAZOLA MAKES A DIFFERENCE

Since its birth in 1911, the **MAZOLA** brand has been synonymous with great tasting, high quality products for you and your family. **MAZOLA** brand cooking oils are made of 100% pure oil with no additives, so the great flavor of your food comes through. **MAZOLA** brand cooking oils are naturally cholesterol free and have become a healthful tradition in American cooking.

## THE OBJECTIVE

Educate consumers that corn oil helps lower cholesterol more than extra virgin olive oil.\*

## CAMPAIGN INSIGHTS

1. The Canvas unit was the highest performer, achieving a 3.49% CTR and a 22.17% engagement rate!
2. The Lifestyle vertical was the highest performing category for the campaign, and should be used frequently in the future.
3. Behavioral targeting was the most successful targeting tactic, as it allowed the client to target health-minded cooks, rather than just healthy recipes (contextual).

## THE RESULTS



0.42%

CTR

7x higher than industry benchmark of .06%\*



10.4%

Engagement

3.6x higher than industry benchmark of 2.9%\*



45.46%

Attention Quality

1.6x higher than industry benchmark of 28%\*

## THE SOLUTION

GumGum built custom In-Image units to reach the targeted audience for **MAZOLA** of W25-54.

