

CASE STUDY

PAST SUCCESS WITH AI CONTEXTUAL

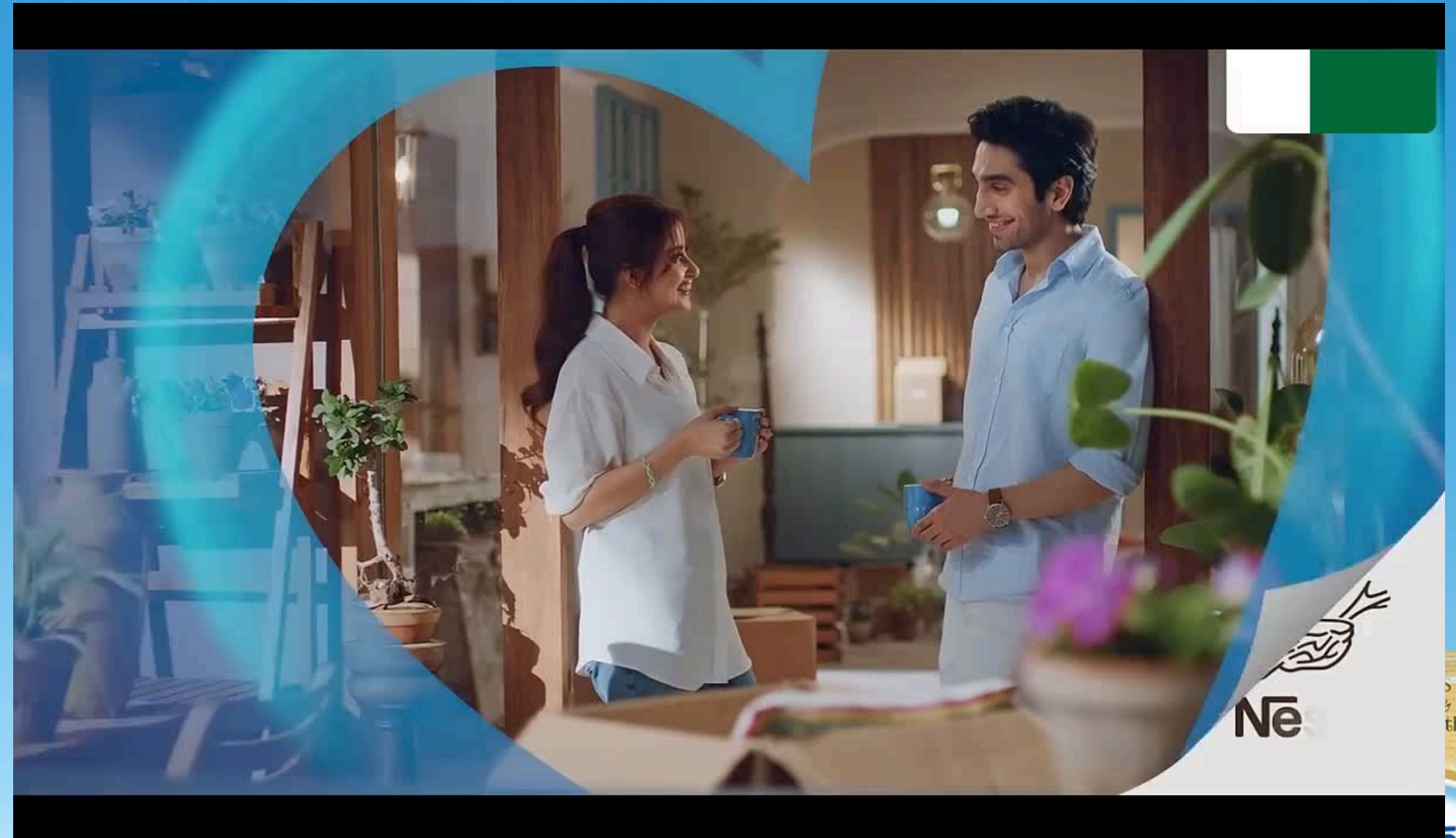


Brief:

Nestlé Everyday should be positioned as the go-to choice for moments of togetherness – from morning tea to family time. It's the taste that adds warmth & comfort to everyday moments.

Strategy:

Our strategy was to leverage Mirrors AI to connect Nestlé Everyday with its audience by identifying contextual moments around family time, togetherness, morning tea, etc. By fencing celebrities like Sajal Ali and Hamza Sohail, the brand appeared during moments when consumers were most likely to seek comfort, and the warmth of shared experiences.



RESULTS

**110% Rise in
View Through Rate**

**229% Rise in
Click Through Rate**

