

CASE STUDY

PAST SUCCESS WITH AI CONTEXTUAL

**BISCONNI
PRIME**

Brief:

Bisconni Prime – a premium lifestyle choice that represents everyday indulgence, sophistication, and superior quality for consumers seeking a local alternative to imported luxury snacks.

Strategy:

Our strategy was to leverage Mirrors AI to connect Bisconni Prime with its audience by identifying contextual moments of indulgence, reward, and premium choice, ensuring the brand appeared when consumers were most likely to crave a treat or take a break



RESULTS

**60K +
Bonus Impression**

**372% Rise in
Click Through Rate**