



How **Quaker Chewy Bars** reached **mom**s through gaming advertising

Rewarding players, while increasing brand purchase intent



CHewy

About

The global snack industry is booming, with its market value reaching around **\$1.5 trillion in 2023** and projected to exceed \$2.1 trillion by 2032. This growth is driven by the popularity of savoury snacks, healthier options, and innovative products.

Leading companies are also fueling growth by ramping up their marketing efforts. They are focusing on **digital campaigns and creative branding** to connect with consumers and expand their global presence.

The challenge

Snack brands like Chewy face the challenge of authentically engaging with diverse, hard-to-reach audiences within saturated marketing channels.

Traditional channels often fall short in capturing the attention of today's consumer, making it **essential for brands like Chewy to explore emerging media channels** that align with the changing consumer behaviors and preferences while **hitting their media efficiency and effectiveness targets**.

The goal

Chewy's goal is to **strengthen brand equity** with young parents **while achieving Reach, Efficiency, and Effectiveness targets**. By tapping into mobile gaming placements, Chewy aims to reach millions of engaged users while pushing the standards for attention, viewability and engagement.

The native and reward-based ad units ensure that Chewy's storytelling is user-initiated, creating an engaging player **experience that drives measurable outcomes like purchase intent lift**.



The solution

Chewy partnered with Monetizr to activate a tailored gaming campaign targeting U.S. moms aged 25+, leveraging its expansive network of 178M casual mobile players.

The strategy focused on injecting **Chewy's messaging into gameplay through Monetizr's premium and native ad units**, ensuring a seamless and engaging experience for players.



→ **Players who fall within the target demographic of snack brands**

→ **Video-based experience that showcases the product**

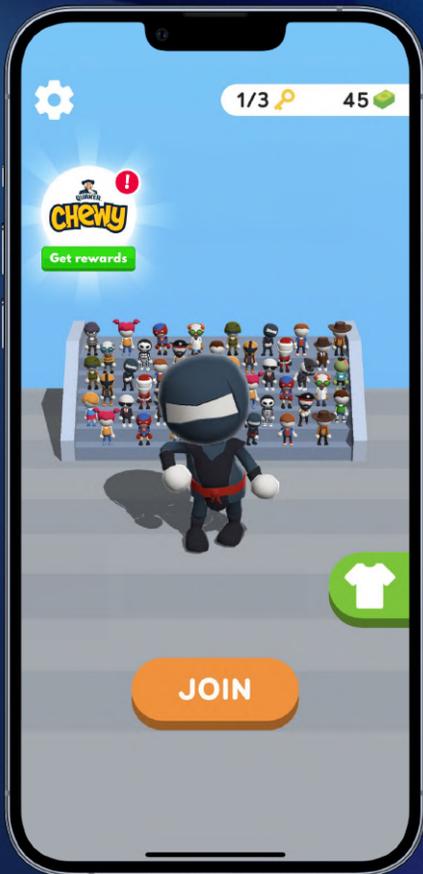
→ **Interactive elements that educate players on product features**

The campaign was **optimized for attention, viewability and user engagement**, delivering high standards of effectiveness while maintaining efficiency in reach and frequency.

Each attentive second spent interacting with Chewy's content **enhanced key brand metrics** across the sales funnel, including **awareness, favorability, consideration, and purchase intent**. [Read more about attention here.](#)

Inside the campaigns

How Chewy rewarded players, while increasing purchase intent



STEP 1

Chewy Branded button* is activated across a network of brand-safe games.



STEP 2

Players watch a Chewy video. The video view is user-initiated and supports 6-30 sec. videos.



STEP 3

Players get a digital reward. It is presented by Chewy, therefore driving brand favorability.



A - Mission indicator

B - Brand logo

C - CTA button

*Meet the Branded button

Branded button is an exclusive placement offered by Monetizr.

It's optimized to capture user's attention and **turn awareness into engagement - a click.**

Results: **Snack category benchmarks**

Monetizr's placements deliver 30x more attentive seconds compared to social media benchmarks, highlighting the unmatched efficiency and effectiveness of mobile gaming. With industry-leading attention and viewability metrics, **CPG brands are achieving significant lifts in ad recall, brand favorability, and purchase intent** —proving the power of attention-driven advertising.



Attentive seconds*

52 sec

per user



Video completion rate

94%



Viewability

>90%



Purchase intent

+26%

***Attentive seconds comparison:**

2x more than best performing gaming ads

7x more than 20 sec YouTube video ads

30x more than Instagram and Facebook ads

Measured according to **LUIMEN**

Sources:

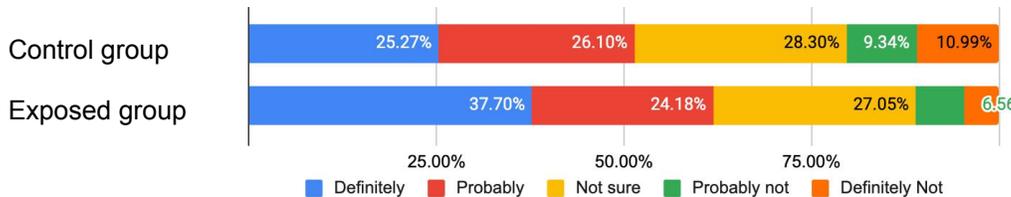
Dentsu - Play Attention Calling Focus to Gaming, January 2024
Conversion CXL, 2023



Results: Brand Lift Study

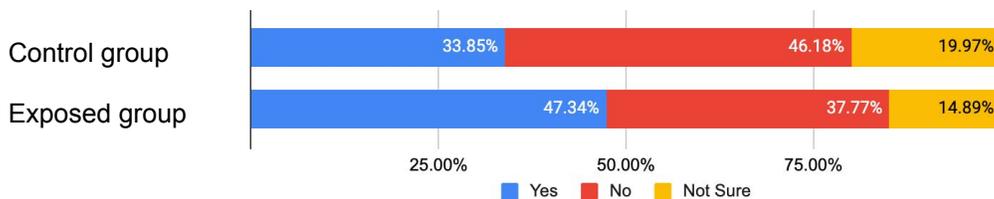
Monetizr conducts BLS studies in cooperation with LiftMeter. Standard BLS studies measure ad recall, brand awareness, brand favorability and purchase intent.

Purchase Intent: How likely are you to buy Quaker Chewy bars next time you want a snack?



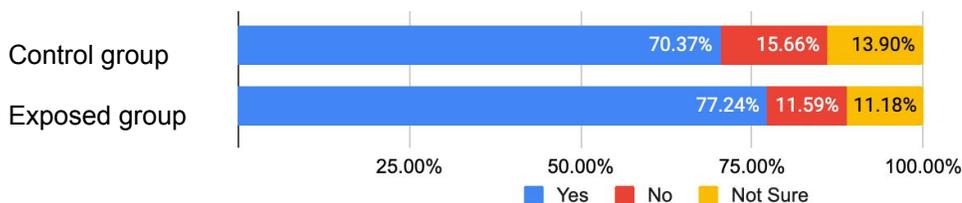
+49.2%
increase in Purchase Intent

Ad Recall: Do you recall seeing any ads for Quaker Chewy Bars in a mobile game recently?



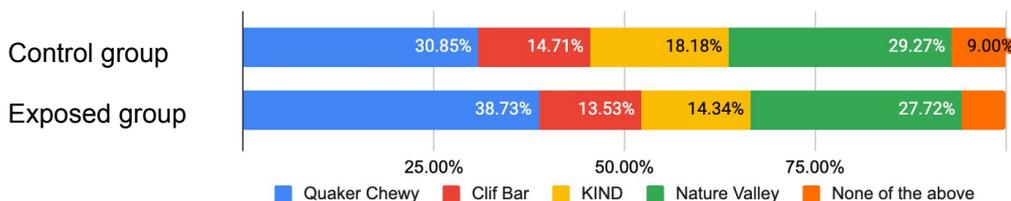
+39.9%
increase in Ad Recall

Brand Awareness: Have you heard of Quaker Chewy Bars before this survey?



+9.8%
increase in Brand Awareness

Brand Favorability: Which brands come to mind when you think about granola bar brands?



+25.5%
increase in Brand Favorability

Methodology:
Native Monetizr & LiftMeter BLS studies

Mobile Gaming - too big to ignore

Mobile gaming stands out in the media landscape for its unmatched engagement, attention, and growth potential, positioning it as a dominant force in digital advertising. It provides unparalleled **access to diverse and hard-to-reach demographics**, including parents, Millennials, and Gen Z, while offering a **high-attention environment that is ideal for impactful brand storytelling**.

Audience

3.2 Billion

Mobile gaming is a massive, highly engaging channel rivaling TV and Social media, yet only 3.9% of mobile ad spend is directed towards it, revealing a major opportunity in media investment.



Why Monetizr

With a network of 340M+ mobile players, Monetizr empowers brands to connect with niche audiences at scale. Don't settle for background noise—choose active, impactful engagement that resonates with your audience and drives results.

Attention

52 seconds

Active user participation, which drives higher attention compared to passive media like TV or social platforms.

Viewability

> 90%

Nearly **unparalleled ad viewability** due to its immersive, full-screen ad formats and the user-driven nature of gameplay.



Activate your audience

Build audiences and activate targeted campaigns across Monetizr's network.



in US

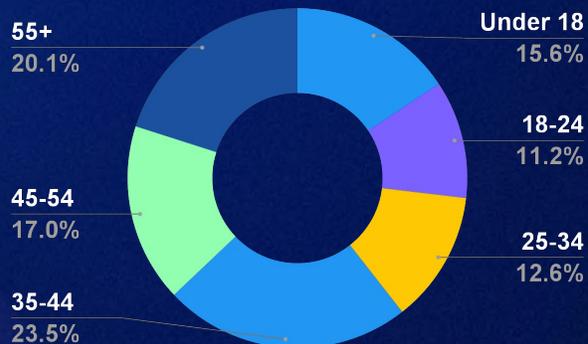
Monthly active users, mil.

178M

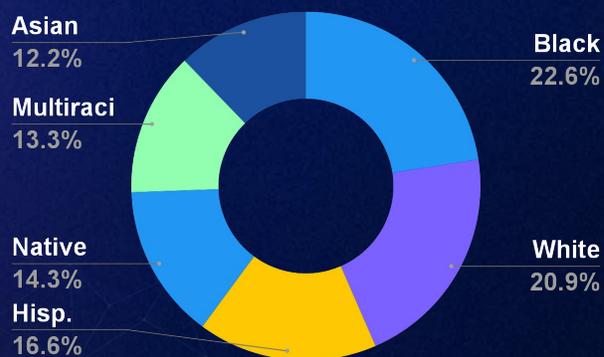
Monthly impressions, mil.

949M

Age groups, %



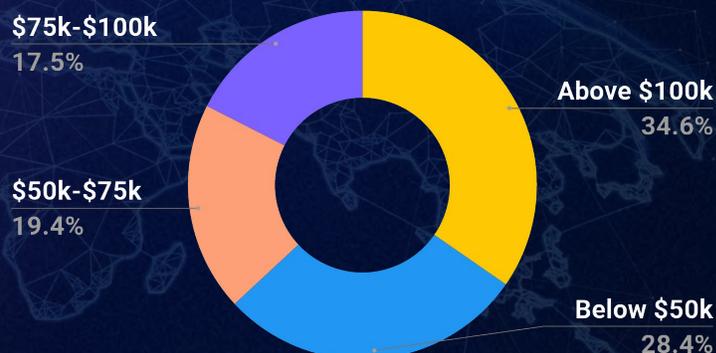
Ethnicity, %



Gender split, %



Income, %



Curious to learn more? Let's chat!

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Trusted by top brands:



CARAT

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DUDE

MARS



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