

New enRiched Ad Solutions Help Unilever Connect with Consumers

As a brand marketing company, it's Unilever's goal to establish connections with consumers. The new enRiched Ad Solutions from MSN are helping Unilever companies make those connections within the space of a banner.

Unilever has seen first hand benefits of three of these new enRiched Ad Solutions from MSN. First, through the Expanding Graphics Banner, the company was able to leverage offline creative online in a campaign for CK One. Second, the company used the Expanding HTML Banner to encourage subscriptions to a newsletter sponsored by Dove. And finally, the Active Catalog Banner gave consumers the opportunity to identify their skin types, and automatically go to a product page that was specifically of interest to them.

"It's exciting. It's engaging. It allows consumers to get the information they need quicker."
Stan Weinstein
 Interactive Media Manager,
 Interactive Brand Center, Unilever

"These enRiched Ad Solutions give us the opportunity to go beyond the banner, and reach the right person with the right message at the right time."
Stan Weinstein
 Interactive Media Manager,
 Interactive Brand Center, Unilever

"The MSN enRiched Ad Solutions Program gives us three strong benefits. Number one, it allows us to learn and provide information to our customers. Number two, it allows us to change creative very quickly. And three, it provides fun in a banner space."
Stan Weinstein
 Interactive Media Manager, Interactive Brand Center, Unilever

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