



**SANITARIUM GRANOLA CLUSTERS  
BANNER CAMPAIGN  
CLIENT: SANITARIUM HEALTH  
FOODS PTY LTD  
AGENCY: FREESTYLE MEDIA**

**BACKGROUND**

Sanitarium softly launched its new Granola Clusters product onto the shelf with no major advertising spend. After six months an opportunity arose to be involved with TV show, *Dancing with the Stars*. While not being able to be an official sponsor of the program, Granola sought to involve two of the principal professional dancers in a TV commercial for the product and then, using this offline creative, asked Freestyle Media to develop an online execution.

**STRATEGY**

Using the familiarity of the two professional dancers, Freestyle Media created a banner campaign that drew users to the Granola Clusters site for the purpose of winning trips to 'the dancing capitals of the world' – Buenos Aires, Los Angeles and New York. The banner campaign integrated the TV advertisement to maximise product recall and had a simple call to action driving both site traffic and competition entries.

**RESULTS**

Despite being on a low impression rotation, the banner ads managed to drive over 300 unique users per day to the website. More importantly, as the competition required product purchase, the ads facilitated product lift by converting eight percent of site visitors into a competition entry.

