

Smart Code - Language Detection

Campbell's

Goal:

Drive

Conversions
within Hispanic
Demo

Strategy:

Multilingual
Code

Media:

Shelf Talkers
POP Display



Call to Action:

- ✓ For Recipes
- ✓ Para Recetas

Value for the business

- ✓ Personalize content language delivery by detecting the user's device language settings first
- ✓ Deliver English and Spanish content from one code