

Vizu AD CATALYST CASE STUDY

Online Video Marketing Success Story: Firefly Video's Video Integration Easily Measures Tune-In Intent

Overview

Powered by Tribal Fusion, Firefly Video is a leading provider of online video engagement, combining the branding impact of online video with superior audience targeting technology, consumer insights and the scale of a global ad network to create engaging, interactive online experiences. Firefly Video knew that its video units were impactful brand-building tools, but needed a way to prove their effectiveness in brand-relevant terms. In addition, that solution had to be fast and easy to implement so that Firefly Video could prove its brand-building effectiveness across all their branding campaigns

COMPANY

Firefly Video

CAMPAIGN

Increase tune-in intent for a feature-length children's television movie

BRANDING OBJECTIVE

Tune-In Intent



Solution

When one of the world's largest children's entertainment networks wanted to measure how effective their campaign was in increasing tune-in intent for a feature-length television movie, Firefly Video turned to Vizu. Firefly Video integrated with Vizu's Ad Catalyst solution so that they could easily deliver real-time audience sentiment testing directly within the Firefly Video experience. Vizu's Ad Catalyst solution is the leading choice of brands, agencies, and publishers to measure and optimize the effectiveness of online video advertisements across a broad array of industry sectors, including entertainment.



Results

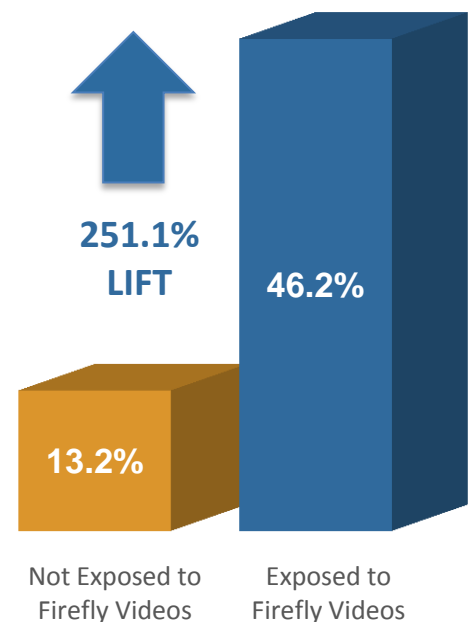
By integrating with Vizu's Ad Catalyst solution, Firefly Video was able to offer their advertisers an easy way to measure and optimize the effectiveness of their online branding campaign, and show how effective its video engagement units were in driving Brand Lift. Specifically, Vizu helped Firefly Video show:

- > 251.1% lift in consumers' intent to tune into the feature-length television movie amongst those who were exposed to the campaign
- > This campaign performed in the top 10% of all entertainment campaigns measured by Vizu
- > Brand Lift was generated after just two exposures, indicating the branding effectiveness of Firefly Video's video units
- > 55% decrease in those who said they "Probably will not" or "Definitely will not" watch amongst those who had been exposed to the campaign

"Video advertising is inherently a brand-building medium, and requires brand-relevant metrics. Vizu's real-time Brand Lift metrics helps us provide the proof that our video units deliver superior value to advertisers."

– Harris Bernstein, VP of Sales, Tribal Fusion

TUNE-IN INTENT BRAND LIFT



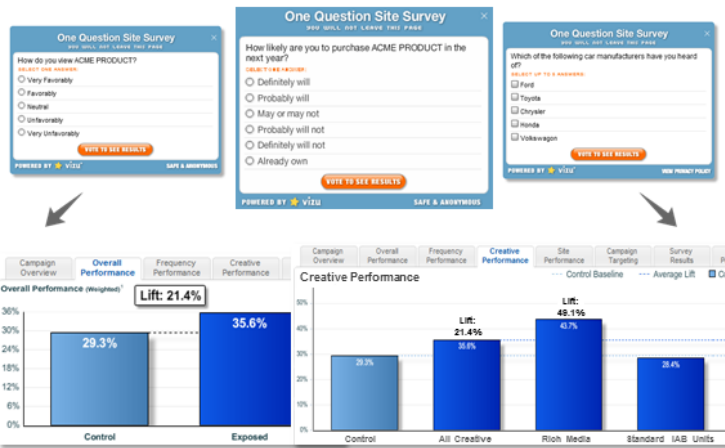
Effective Brand Advertising with Online Video Advertising

Video is one of the hottest topics in online advertising. At the end of the day, however, the same rules apply – advertisers need to prove these tactics are driving the desired result, *Brand Lift*, as opposed to direct response metrics such as clickthrough rate, in order to justify continued investment. In the absence of this key data, millions of dollars can be wasted because advertisers are spending in the wrong places or on the wrong creative executions. If advertisers can't measure the performance of video on the entire media plan, they're not getting the full picture. True measurement techniques to assess and optimize the effectiveness of video advertising – to drive tune-in for a show, for example – have proven elusive for the industry. Until now.

Key Takeaways

- > Branding efforts, such as influencing intent, must be measured against appropriate Brand Lift metrics. Direct response metrics such as clickthrough rate are irrelevant.
- > Video advertising can be extremely effective brand building tools, but must be measured and optimized like any other form of advertising.
- > Real-time data on campaign effectiveness is key to optimizing branding campaigns to ensure they deliver desired results.

Brand Advertising Effectiveness Platform | Ad Catalyst | Audience Incite



Vizu Ad Catalyst

Vizu Ad Catalyst is the first real-time campaign measurement and optimization solution that allows brand advertisers to quickly and cost-effectively improve the performance of their brand advertising campaigns, increasing effective media spend and maximizing the value of their advertising investment.

Leveraging an intuitive dashboard, advertisers can measure the performance of a campaign against its primary marketing objective in real-time. The performance of the key components driving overall Brand Lift – creative, targeting, and frequency – are also highlighted, providing opportunities to improve campaign performance. Ad Catalyst, part of Vizu's Brand Advertising Effectiveness Platform, can be used as a stand-alone or in conjunction with Audience Incite, the industry's first real-time audience characterization solution.

"Video is primarily about branding, which makes click-through rates irrelevant. Viewing time and completion rates are nice, but at the end of the day advertisers want to know if they're driving Brand Lift against traditional brand funnel metrics."

-Jeff Smith, CMO, Vizu Corporation

Vizu's Brand Advertising Effectiveness Platform

Brand advertising effectiveness simplified – reach the right people, influence their opinion. Vizu Corporation (www.brandlift.com) provides an enterprise technology platform that allows our customers to do just that, and is utilized by leading brands, agencies, DSP's, ad networks, and publishers to optimize the effectiveness of their brand building efforts. The Vizu platform supports the measurement and optimization of all key processes in the advertising lifecycle, from audience profiling to campaign measurement and benchmarking.

