

Results

Country		Campaign Name		Advertiser		
Australia		Before Convenience		BWS		
Date		Environment		Feature Details		
Apr – June 2021		In Play – Mobile Game Rewarded Media In Game Advertising		Instant Play™ HD Video + Game End Card In Game Blended Video Advertising		
Results						
VCR	CPCV	CTR	Engagement Rate	Recall Lift	Awareness Lift	Purchase Consideration
95%	\$0.02	0.54%	17%	+47%	+18%	+16%

Background

During April – June, BWS wanted to build awareness of BWS delivery and pick up services. The creative territory focused on characters living in a time before convenience, with the objective to deliver convenience through the BWS offering.

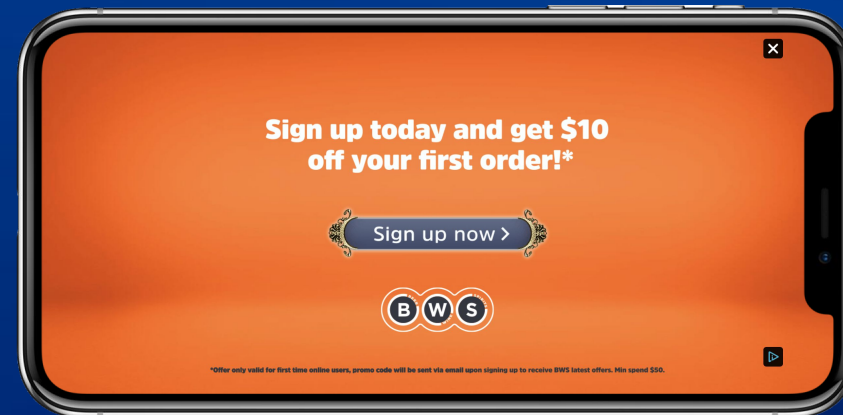
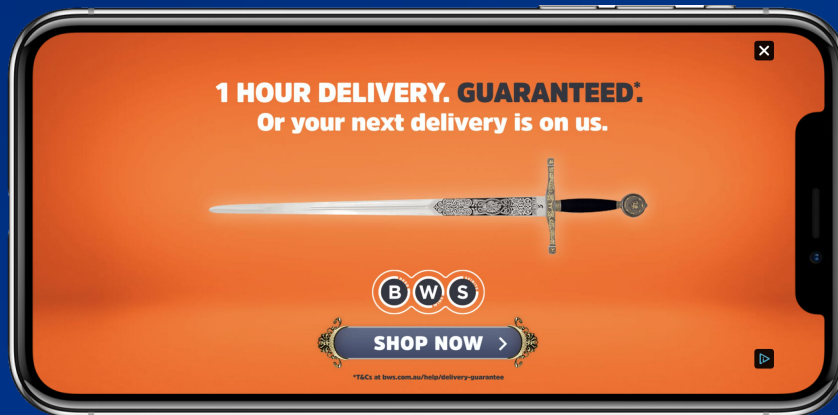
The Strategy

BWS wanted to utilise mass reach gaming environments, blending rewarded video advertising + in game advertising to drive awareness, mental availability & increase brand preference. To deliver more targeted messaging, BWS was also looking to upweight on key sales periods and during the afternoon-evening hours, with a focus on delivery messaging in 80% of postcodes across AU and a focus on pick up in 20% of postcodes.

AdColony recommended their Instant Play HD Video format to deliver the convenience TVC, while also building a customised end card (video companion ad), to drive emotional resonance and engagement. They also utilised Anzu In Game Video ads, to deliver incremental reach in gaming and drive awareness. AdColony's targeting platform incorporated all key targeting strategies utilising their proprietary data management platform & ad server.

AdColony delivered strong emotional brand impact measured by huge increases on recall, awareness & consideration lift. They also drove high engagement, helping to deliver stronger message resonance and creative salience, while maintain cost efficient media through their HD formats.

BWS CREATIVES



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