

Adconion Media Group - Case Study

Grey Goose: Video Advertising



NEXT STEPS

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ABOUT US

Adconion is the world's largest independent Audience Network with headquarters in London and offices in Germany, France, the US, Canada, and Australia. We deliver interactive media solutions using our proprietary technology that provides better results for premium advertisers and optimal revenue for publishers. Ask for actual client results and judge for yourself.

OVERVIEW

As the main sponsor of the popular TV series "Live from the Artists Den", Grey Goose Entertainment wanted to launch an integrated advertising and marketing program that would drive viewership of the TV series, as well as closely tie Grey Goose's brand to the event. When considering its online advertising strategy, Grey Goose turned to Adconion to run an integrated online display and video ad campaign.

BACKGROUND

"Live from the Artists Den" is a popular TV series that first aired in the U.S. on Ovation TV. It includes world renowned musicians such as Alanis Morissette, Ani DiFranco, Jakob Dylan and Crowded House (theartistsden.com). For the online advertising portion, Adconion recommended running an integrated display and video ad campaign that would leverage existing creative and video assets made for TV. Adconion's creative services team quickly produced video ad units and edited content to make the entire video experience suitable for online use. In a matter of weeks, the campaign was up and running on select premium publishers that conformed to the campaign's target audience with great results.

OBJECTIVES

- Drive viewership of "Live from the Artists Den"
- Closely tie Grey Goose's brand to the TV series
- Run a brand-safe and ethical campaign (alcoholic beverage sponsors require certain distribution limitations)

RESULTS

Adconion delivered close to 30 million ad impressions for this campaign and over 2.5 million video starts. Given the nature of the content, and Adconion's ability to provide hands-on creative services to produce the actual video ad units, the expandable video banner delivered a 4.9% engagement rate, which is more than double the industry average*. Furthermore, video finish rates for artists that the user proactively selected to watch ranged from 71% - 88%, again, double the industry average.

The client was extremely happy with the campaign performance, and attributed a large part of the success to Adconion's recommendation to run an integrated campaign, as well as Adconion's ability to provide creative services to produce an engaging online video experience, which requires a different skill set than producing ads and content for TV. (Video Showcase: <http://product.adconion.com/video/showcase/greygoose/>)

* Based on DoubleClick's Industry Insight report: Creative Insights on Rich Media, Sep. 2008