

# Adconion Media Group - Case Study

## U.S. Army: 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

The U.S. Army wanted to launch an online awareness campaign, tying its brand to extreme sports, rather than focusing on its mission in two wars in Iraq and Afghanistan. By shifting the focus from defense / war to sports, the U.S. Army was able to reach its main target audience consisting of males, 18-25, while still accomplishing its own mission to drive recruitment into the army. Adconion's broad-based online video and rich media advertising solution, as well as related consulting and creative services, formed the appropriate package to meet the client's objectives.

### BACKGROUND

The U.S. Army partnered with *Sports Explorer*, a popular new extreme sports series hosted and executive produced by Hannah Cornett, a pro-triathlete and pro-surfer in her own right. This partnership allowed the U.S. Army to marry its army-focused video content with the sport-focused video content of *Sports Explorer*, all through the help of the creative services and video editing capabilities of RedLever, Adconion's digital media production studio. Adconion.TV distributed the combined assets, consisting of a 15-second pre-roll commercial, 300x250 and 728x90 expandable video banners, multiple Flash rich media creatives, and a custom developed microsite to millions of targeted visitors on our premium network.

### OBJECTIVES

- Cut through the content clutter bombarding young males and get them to engage with the content from the U.S. Army
- Emphasize the "coolness" factor of the U.S. Army instead of focusing on defense / war-oriented issues
- Drive viewership to the U.S. Army website, which hosts highly interactive and engaging content
- Enlist new members into the U.S. Army

### RESULTS

Adconion delivered over 35 million ad impressions for this campaign, including 2 million impressions for a highly successful roadblock campaign. The roadblock consisted of expandable video and Flash banners and delivered a 7.5% engagement rate, 4x higher than the industry average\*. Pre-roll commercials were distributed on premium, young, male-oriented websites to complement awareness activity for the U.S. Army and these 15-second commercials were also incorporated into the expandable video banners, where they received a tremendous 85% – 90% viewer completion rate. Within the expandable video banners, viewers could also select from multiple *Sports Explorer* videos, which also received an above industry average viewer completion rate of 60% - 65%. Considering the average video length of 7 minutes per *Sports Explorer* video renders such a completion rate highly impressive.

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

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