

CASE STUDY

ALCOHOL

GOALS

AWARENESS

Drive mass awareness amongst Hendrick's affluent target audience.

COMPLETED VIDEO VIEWS

Achieve completed video views.

APPROACH

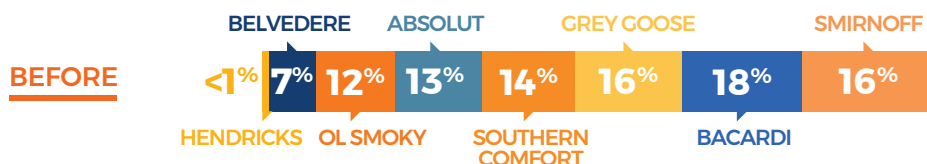


FLIGHTING

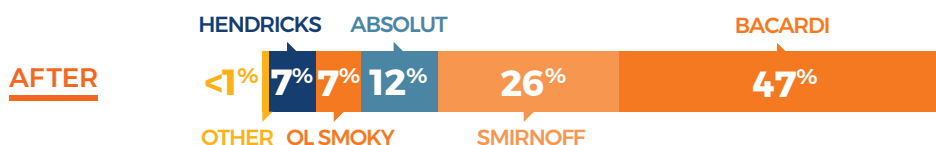
We ran three creatives across desktop placements using our SkipStream® and Twitter skippable pre-roll video formats.

SHARE OF ATTENTION®

Using our True Reach® Insights Platform we were able to calculate Hendrick's pre & post campaign in-category **Share of Attention®**. Prior to campaign launch, Hendrick's had a **Share of Attention®** of <1% amongst major competitors



Post campaign, Hendricks increased their **Share of Attention®** to 7%, surpassing major brands in the category!



RESULTS

We delivered massive True Reach® and earned media views, driving strong CTR and purchase intent.

7%

in-category increase in
Share of Attention®

**3.8
MILLION⁺**
True Reach® Views

2.8^x

CTR higher than benchmark

4,288
Social Interactions*

*Social interactions include shares, Facebook likes, Facebook shares, Facebook comments, comments and ratings from public sources on videos in a campaign.