

CASE STUDY

Attention for all seasons. Retailer Breuninger leverages Onyx & Brand Studio to elevate new Autumn/Winter campaign.



Introduction

“ Working with the Brand Studio team for our Spring/Summer campaign was a pioneering experience. Their collaboration brought a fresh perspective, crafting custom-designed experiences that engaged open web audiences and elevated our brand building goals. Utilizing non-standard display formats, and the strategic blending of existing creative assets in unique ways, has been instrumental at optimizing visibility in the digital realm. When time came for our new Autumn/Winter campaign, there was no question that we would re-engage Brand Studio to refresh and remake the experience – now powered with the new, high-attention Onyx environments and technology.”

– Teresa Schmitt, Head of Performance Marketing, Breuninger

The Results

+70%

Higher attention vs.
standard display

* Adelaide Analytics benchmark

2x

CTR vs. other display
channels in media mix

17%

Engagement rate

+34%

Exposure time vs.
category benchmark

The Challenge

For over 140 years, Breuninger has been setting high standards for fashion, accessories and shoes and also in the fields of beauty, sport and home & living. Following the successful Spring/Summer fashion launch with Brand Studio, Breuninger decided to reignite the collaboration to deliver a series of custom experiences that would drive attention toward the Autumn/Winter collection.

The Solution

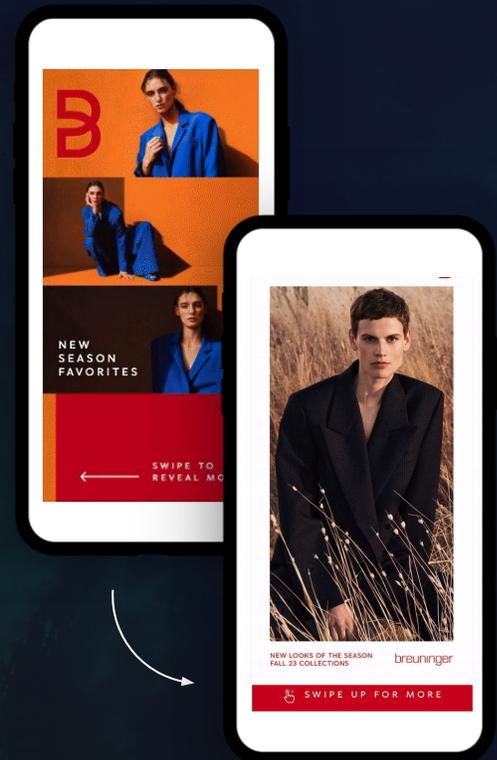
The Autumn/Winter campaign was leveraged on Outbrain's new branding platform, Onyx – designed to drive audience attention and deliver strong brand impact. Drawing from tangible insights and learnings from previous user behavior, the Brand Studio team re-developed a swipeable, rich media display ad that included reactive banners for both male and female lines, and incorporated user-initiated plays of the 10-second seasonal video creatives for each collection.

The results saw significant uplift from the previous campaign, demonstrating the high-attention Onyx environments and attention indicators that were instrumental in engaging audiences to touch, watch, and shop from the high-impact bespoke units.

ADALYTICS

Breuninger saw longer dwell time versus standard display and online video, as well as active attention with the ad itself – evidenced by the high engagement and click-through rate.

- **Video:**
The user-initiated video had a 73% start rate, demonstrating that engaged users actively wanted more from the ad experience.
- **Designed for attention:**
The engagement rate for these creatives was 17% overall, made up of interactions with the ad itself, as well as clicks to site.
- **Attention by audience:**
The video in the female ad experience was 10% more likely to be completed and 3x more likely to be unmuted. Users who converted to a site visit from the female campaign were more likely to come from the second half of the ad experience (video or end card) than the male creative. This showed a stronger need for consideration elements with a 'digital window shopping' experience.



Testimonials

“ Through Onyx's partnership with Adelaide, we are excited to see that the Attention Unit rating outperformed standard display benchmarks by over 70% – showing that the new Onyx environment and attention-predicting technology are the winning combination to elevate this unique ad experience further.”

– Teresa Schmitt, Head of Performance Marketing, Breuninger