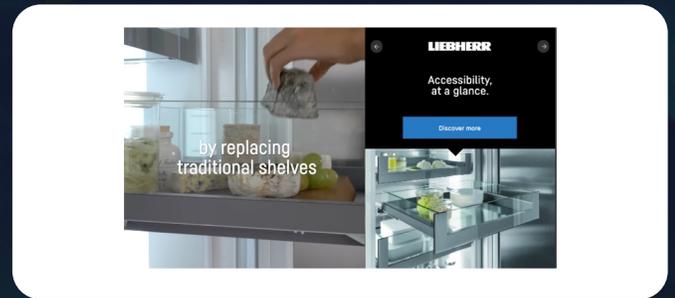




CASE STUDY

Liebherr Home Appliances and Brand Studio reimagine video storytelling on Onyx, unlocking attention from US audiences.



Introduction

“ With OpenDrawer, we wanted users to explore the product through video and creative innovation. Working with Brand Studio we challenged the team to elevate the video assets with additional features and interactions that would capture and keep attention from the target premium audience.”

- Jonathan Barfell, Head of Marketing, Appliance Division, Liebherr USA, Co.

The Results

+20%

Higher attention vs.
video benchmark*

79%

Viewability

38%

Engagement rate

* Adelaide benchmark

The Challenge

Liebherr Home Appliances develops and produces a wide range of refrigerators and freezers for domestic and professional use. Thanks to innovative freshness technologies and high-quality materials, the consumer appliances of the premium manufacturer impress with their energy efficiency, elegant design and long service life. Launching the new OpenDrawer refrigerator in the US market needed to appeal to a design and tech-savvy audience, seeking to own best-in-class home appliances.

Liebherr wanted to enhance its campaign video with playable, explorable extras that would provide more to an engaged user, in the right moment.

The Solution

Brand Studio interpreted the brief into a series of four different custom players, purpose-built for Onyx's Contextual Pre-Roll video. Using contextual and city-based targeting, each design provided the user with different layers of engagement to both hold user attention and encourage active engagement.

The combination of interactive product features, brand storytelling, and user-initiated animation delivered superior attention on the Onyx platform – with each of the four designs delivering over 30% engagement rates.

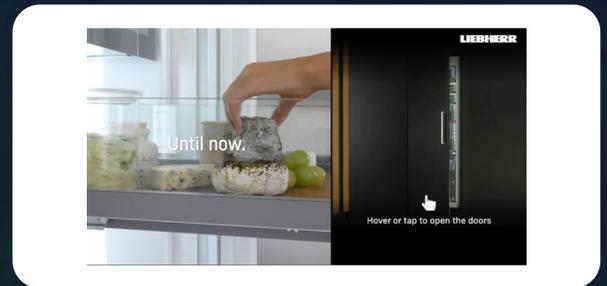
ADALYTICS

- **Video:**

The difference between the engagement rate with the 15s and 24s video players was not substantial, showing that premium audiences and environments provide a relevant space for longer form, meaningful brand storytelling

- **Designed for engagement:**

The best-performing design overall was the 'Expanded' player; with the strongest combination of CTR, video completion, and engagement rate. The features were all user-initiated and carried layers of additional content. This demonstrated that an engaged, relevant user is happy to move themselves from awareness to consideration moments in one rich media experience.



Testimonials



The goals of this campaign were to drive verified awareness and attention for our new, quality product. With the high engagement and completion rates we saw that video experience and environment really captivated and engaged our target audience."

– Jonathan Barfell, Head of Marketing, Appliance Division, Liebherr USA, Co.