

Customer Spotlight

How Ringier is setting new storytelling standards with Vimeo Interactive

In the ever-evolving landscape of digital advertising, Ringier Advertising's Brand Studio continues to break new ground. As the creative powerhouse within Ringier Advertising, the Brand Studio has earned a reputation for crafting compelling, custom content that resonates with the audiences.



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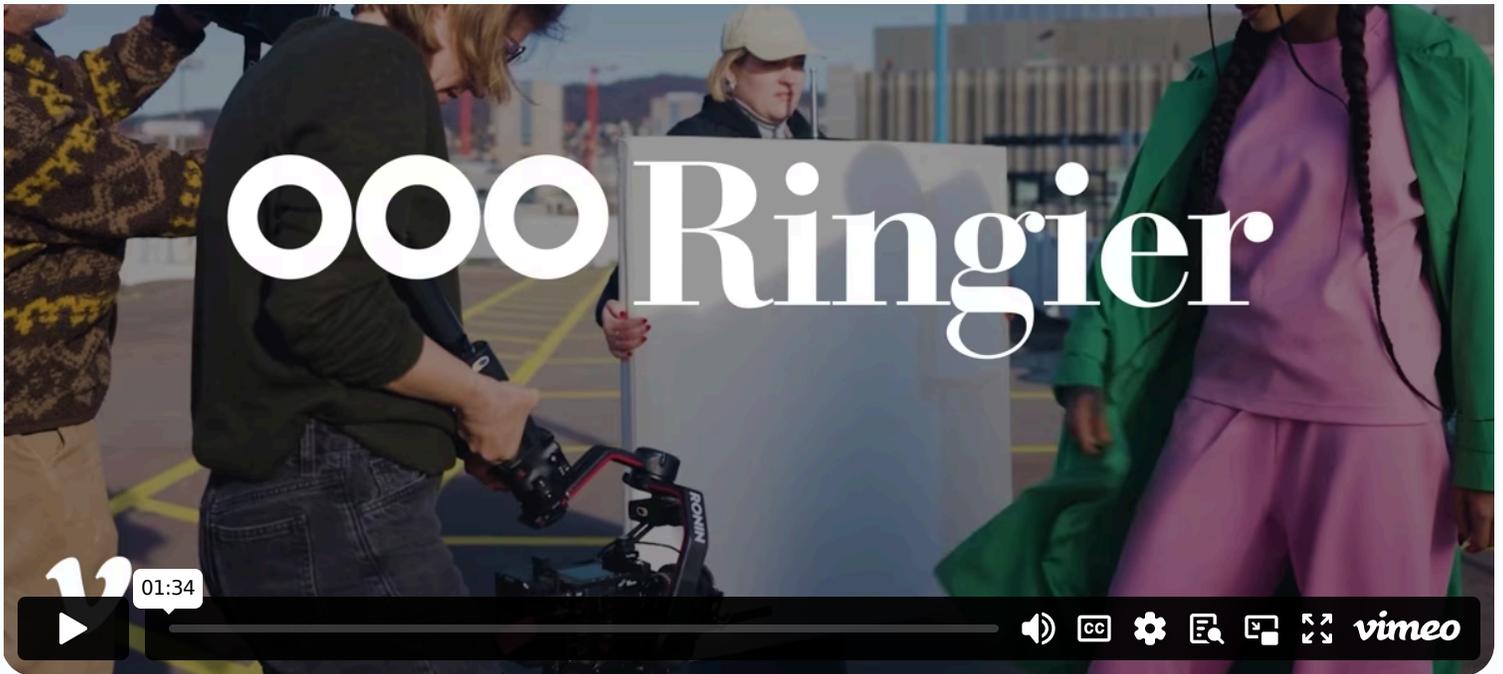
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4.9%

click through rate



73%

engagement rate



2000+

link clicks generated by one interactive video

Challenge

Ringier Advertising's Brand Studio, with Daniel Marx as Head of Video, needed a solution that could transform passive viewing experiences into active audience engagement. It's part of the Brand Studio's mission to create the best video content for its clients and break through the noise while delivering measurable results.

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effectiveness beyond basic metrics like views. For a team focused on connecting brands with media, there had to be a better way to report impact and ROI to clients without sacrificing the magic of great storytelling.

The team needed something that would allow them to continue creating compelling stories while providing concrete data on how audiences were interacting with content.

"The magic sauce is the storytelling," explains Daniel. "You have to not only tell the story in the right way, but in our case, we have to convince clients to be able to tell the story. And this is what we are trying to do here."

"Ringier Advertising is really keen to innovate and push things



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over vimeo interactive
and I thought this has
huge potential for us as
storytellers and video
producers to tell
different stories. It's
amazing to see if people
like it and click and
interact directly with the
video. For us as video
producers, it's the best
feedback we can have."

Daniel Marx,
Head of Video, Brand Studio, Ringier Advertising



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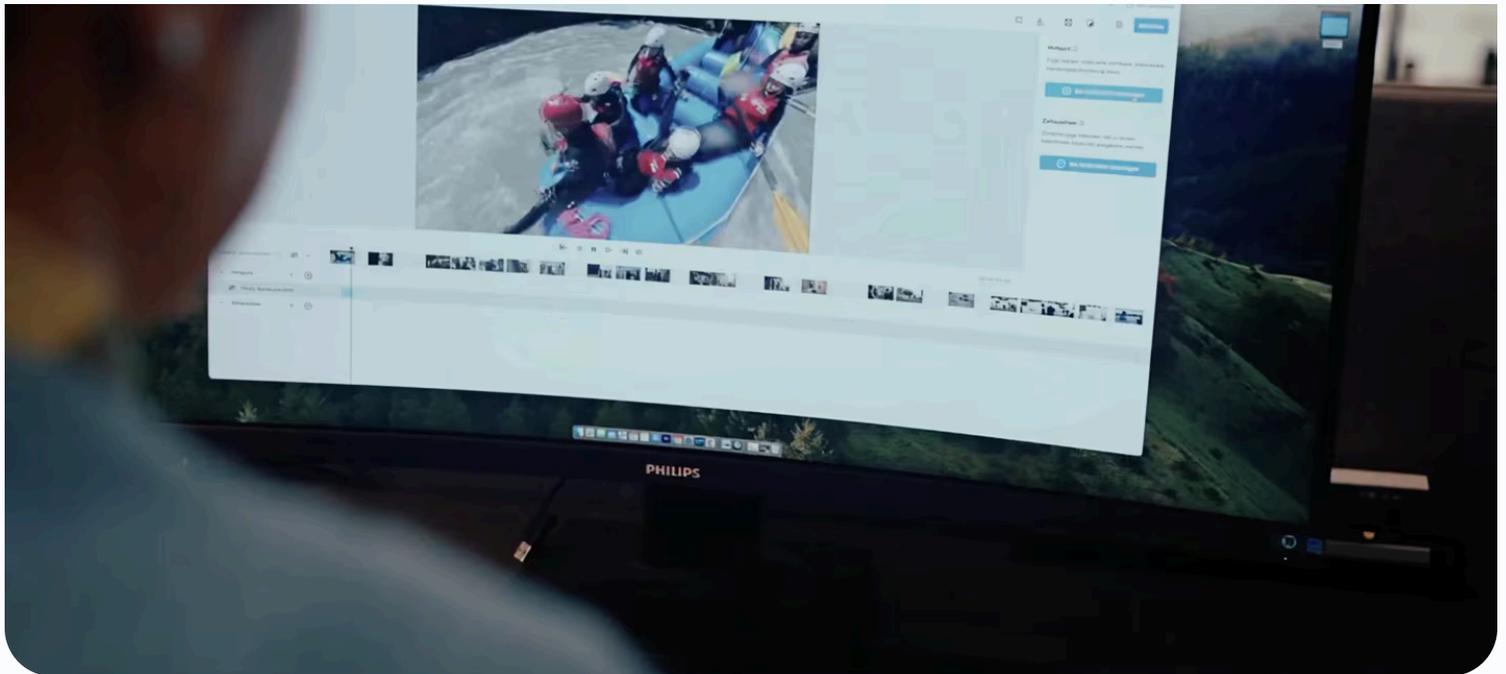
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Solution

Ringier Advertising's Brand Studio turned to Vimeo's interactive video platform to enhance its storytelling and create more engaging experiences for its clients' audiences. Despite using another tool for standard video content, the Brand Studio specifically sought out Vimeo's unique [interactive video](#) capabilities.

The team implemented various interactive features, including [branching videos](#) that let viewers choose their own path and [hotspot buttons](#) linking to product pages.



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interconnected chapter-based experiences that allowed viewers to explore different aspects of the destinations, such as ticket information and restaurant options. For clients in retail, such as Switzerland's largest wine marketer, the team embedded clickable hotspots driving traffic directly to e-commerce pages. The options are limitless, and Vimeo's ability to provide a seamless way to share ROI meant that Daniel and his team could focus on what they are best at: creatively capturing the best story.

"It's kind of the holy grail to make videos interactive since I get direct feedback from viewers, which is amazing. Not only



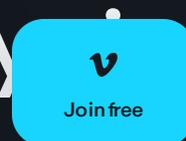
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ws

...know when people
are clicking and liking
the stories. It's also a
huge benefit for
corporate clients as they
can see the direct
impact, and we can tell
better stories. It's a win-
win."

Daniel Marx,
Head of Video, Brand Studio, Ringier Advertising

Outcome

Since using Vimeo to [implement interactive videos](#), Ringier Advertising's Brand Studio has seen impressive results that go beyond traditional video metrics. For a Melchsee-Fruttski resort campaign, the team achieved an improved 4.9% click-through rate on external



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engagement rate and well above the average.

The ability to track specific interactions has transformed how Ringier Advertising measures success. Rather than focusing solely on view counts, they can now demonstrate exactly how audiences engage with content — which links they click, which pathways they choose, and how they interact with brands. This data creates a valuable feedback loop that helps refine content strategy while demonstrating the value to clients.

Beyond metrics, interactive video has opened new creative possibilities that differentiate Ringier Advertising's offerings in a competitive market. Moving forward, the team plans to expand its use of Vimeo's interactive features, exploring quizzes and other tools to create even more engaging experiences.

See how interactive video works



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