



CASE STUDY



MORE THAN JUST ENGAGING

Videology Outperforms Nielsen's CPG Brand Lift Norm by 6X

INDUSTRY

Video is capturing the attention of consumers everywhere. In fact, Americans spend over 600 minutes each month watching video content online – up 60% from 2013¹. With its ability to engage through sight, sound, and motion, advertisers have increased their video spend by 12% over the past 2 years².

Video is a hot online advertising topic, and advertisers are looking to prove this tactic is driving more than just engagement to justify continued investment. As digital video is increasingly regarded as a TV-like medium, advertisers are asking for the quantifiable brand impact of their online video campaigns. By measuring video's brand impact in real-time with relevant metrics, advertisers can better understand campaign effectiveness and maximize ROI.

CHALLENGE

Videology, a leading software provider for converged TV and video advertising, helps leading brands effectively and efficiently reach consumers wherever they are watching video. To showcase their brand-building capabilities, Videology was looking for a reliable; quantifiable way to show their clients how effective their software is in driving results “beyond the click”.

STRATEGY

To prove the brand-building success of their software, Videology worked closely with Nielsen to integrate brand lift measurement directly into their video player using Nielsen Digital Brand Effect. The integration created a seamless user experience and eliminated the need for bonus impressions by measuring video's brand impact directly where it was viewed. Through this integration, Videology was able to measure and optimize brand lift across a variety of CPG campaigns in-flight, and determine the effectiveness of their platform compared to Nielsen's industry norms.

COMPANIES:

Videology, 9 CPG companies

CAMPAIGN OBJECTIVE:

Use video to drive brand lift across the purchase funnel

SOLUTION:

Nielsen Digital Brand Effect



By working with Nielsen, Videology integrated the Nielsen Digital Brand Effect survey into their video player to directly measure video's brand impact.

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RESULTS

Measuring across 9 CPG campaigns, Videology was able to show that their platform drove brand lift that was on average 6X higher than Nielsen's CPG norms. Through their integration with Nielsen, Videology was able to:

- Efficiently measure brand lift directly within the video experience
- Review creative, frequency, and lifetime performance to optimize campaign brand lift in real-time via a web-based dashboard
- Prove the effectiveness of their video platform by driving brand lift across awareness, attitudes, intent and preference for CPG campaigns.
- Create customized benchmarks to continually enhance and improve CPG brand impact results

CONCLUSION

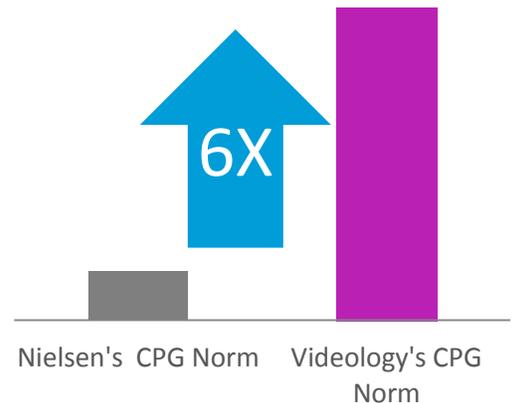
More and more, advertisers are turning to video as an engaging medium to communicate their brand message. However, engagement doesn't necessarily mean success. At the end of the day advertisers still need to understand if their video advertising efforts are positively influencing brand opinions. Measuring brand lift consistently across brand advertising campaigns can help advertisers understand the brand-building effectiveness of their campaigns. Granular, real-time metrics provide advertisers the opportunity to make in-campaign and post-campaign optimizations, ensuring they get the most out of their advertising dollars. Videology's commitment to understanding the brand impact of their video platform showcases the importance of brand relevant metrics in delivering impactful, quantifiable results for clients.

“Nielsen Digital Brand Effect helps advertisers truly see digital video for what it is: a powerful branding medium. Additionally, these benchmarks show that our investment in the Nielsen integration provides significant value to our clients.”

Scott Ferber, Chairman & CEO, Videology

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AN UNCOMMON SENSE
OF THE CONSUMER™

Videology's
CPG Benchmark

KEY TAKEAWAYS:

- Video can be an effective brand building tool, but must be measured for impact like any other form of advertising.
- Engagement - typically measured by metrics such as click-through rate or completed views - is just a proxy. Use relevant brand metrics - brand lift - to assess your advertising's brand performance.
- Consistently use relevant metrics to build your organization's best practices for effective brand advertising.

To learn more about how Nielsen can help with your promotional strategies, contact sales.us@nielsen.com or visit www.nielsen.com