

Online Video Advertising Performs for the Orange County Performing Arts Center

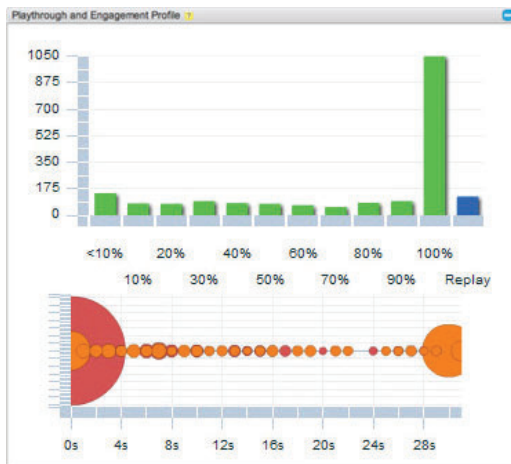
Case Study



Objective

The OCPAC promoters wanted an effective and flexible ad campaign solution that supported:

- Timely promotion of 7 major performances over several months.
- Captions and calls to action that could be customized for each performance.
- Trackable numbers for phone ordering.
- Driving traffic to the OCPAC web site.



As the green bars demonstrate, viewers were highly engaged with the VideoAd. More than sixty percent watched the VideoAd to completion.

"Cirque is selling great-crazy great, in fact!"

OCPAC Representative

Orange County Performing Arts Center (OCPAC)

How do you market a product that changes all the time?

With online VideoAds that let advertisers change creative as quickly as the product (aka performance) changes.

During the winter season, OCPAC ran a demanding schedule that featured several major productions including Stomp, CATS, Cirque du Soleil, and Lord of the Dance. The Center needed a turnkey way to drive rapid awareness of each performance and easily switch between performance promotions.

Methodology

OCPAC had existing television spots for each performance, which it leveraged for the online VideoAds.

The Center augmented each VideoAd with actionable overlays viewers clicked to purchase tickets or get more information. Each VideoAd included a trackable 1-800# for phone orders.

OCPAC ran the VideoAds in sequential order tied to the performance schedule from October, 2008 through early February, 2009.

Results

VideoAds make display ad units **high impact** and offer so much more than regular display ads. VideoAds engage potential customers – letting them interact with your brand, drive direct response, and build brand exposure (without forcing viewers to leave the page). The clicks they do generate are more qualified ones. Regular display ads only offer clicks away from the page and, consequently, disrupt the viewer experience.

- The overall engagement rate (ER) for all 7 performance VideoAds was 0.70 percent, more than 7 times better than the clickthrough rate (CTR) for typical display ads.
- The top performing VideoAd, Backyardigans, achieved an ER of 1.66 percent and CTR of 0.15 percent.
- Over its entire course, the campaign generated more than 320 clicks and nearly 500 interactions.
- Viewers watched almost 900 minutes of the VideoAds.
- On average, viewers watched 75 percent of the VideoAds. Almost 60 percent of all viewers watched the VideoAds to completion.
- This VideoAd campaign delivered a \$2/engagement ROI. Typical ROI for display ads is \$14/click.



office +1 888.962.1110
fax +1 206.774.0280

1809 7th Avenue, Suite 1550, Seattle, WA 98101
www.mixpo.com