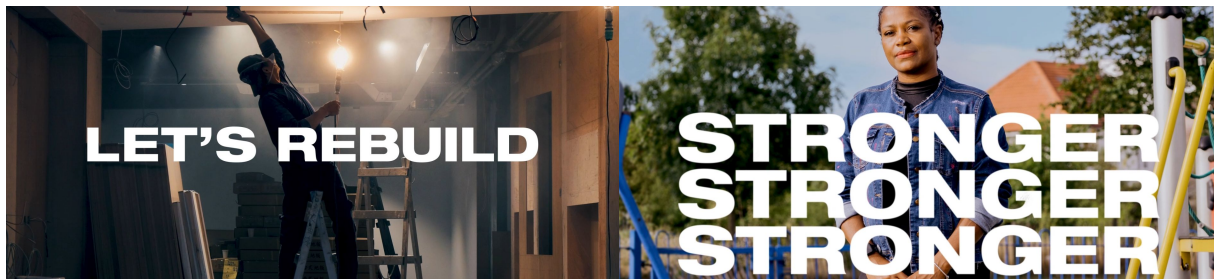




OZONE & SHELTER COMBINE TO SMASH INDUSTRY BENCHMARKS WITH PREMIUM ONLY VIDEO CAMPAIGN

Delivers 40% VTR | 5.4% point brand lift | Drives awareness by 2.3% points



“With The Ozone Project, we have the confidence that our ads are appearing in premium, brand safe environments that drive attention. By aligning our activity alongside relevant content, we’ve seen that we can not only generate high VTRs but also drive brand uplift.”



Our Brief

Shelter, the UK’s leading housing and homelessness charity, wanted to raise awareness of, and support for, its new social housing initiative with the main objective being to secure commitment for increased investment from the government.

Shelter wanted to achieve this objective in two ways: create talkability about the initiative; and build support by capturing petition signatures. Driving awareness was a key measure of success for this campaign and a high 20% VTR was set for the video creative. High campaign viewability was a secondary success measure.

Our Solution

Anchored in a bespoke contextual and behavioural targeting strategy, this short burst video campaign was designed to reach a highly engaged ‘Society and Current Affairs’ audience contextually in the upper funnel, while driving further intent-based, lower funnel action with readers who have above average consumption behaviour of related content across the wider Ozone platform. Combining highly relevant targeting with Ozone’s Premium Only Video (Outstream) product and the eye-catching video creative, developed in-house by Shelter, resulted in positive brand lift, high VTR and viewability.

DELIVERING REAL RESULTS

+100% higher VTR the industry benchmark

This Premium Only Video campaign delivered a VTR of 40%, which is 2x both the client’s expectations and the industry benchmark of 20-25% for 15-second video creatives.

Contextual ‘Politics’ and ‘News & Politics’ targets displayed the highest VTR at 50% and 46% respectively suggesting that our targeting strategy and the relevancy of the campaign creative connected strongly with audiences.

5.4% point brand lift increases awareness by 2.3% points

Overall, the campaign delivered a strong 5.4% point brand lift, as measured by Brand Metrics a score comprising of awareness, consideration, preference and action intent metrics.

In line with the campaign’s core KPI, awareness increased by 2.3% points, which was doubly impressive due to its short, two-week duration.

Delivering viewability +19% above benchmark

The campaign delivered a 73% in-view rate, as measured by MOAT, which is +19% above the MOAT benchmark of 62%.