Building results that sleigh with The LEGO Group

+26% Overall Brand Lift

Ozone and The LEGO Group partnered on a Christmas campaign to build awareness and drive customer consideration of the leading toy brand using a bespoke family focused targeting strategy

CLIENT BRIEF

The LEGO Group, and its agency Initiative, briefed Ozone to deliver a Christmas campaign in seasonal, gifting context.

Scaled reach to audiences of parents and grandparents reading about relevant content, such as Parenting and Senior Living, was essential.

A variety of highly engaging, high impact formats were to be used for Viewability and CTR.

OUR SOLUTION

Our premium publisher environments offered The LEGO Group relevancy – to target the right audiences, at the right time, in the right context – and platform-level scale, even when precisely the toy brand's target audiences.

Our solution included serving the campaign to audiences of Parents and Grandparents, and readers of Kids Gifting and Christmas Shopping content. In addition, our custom Black Friday audience segment was utilised.

Our highly engaging Interscrollers and video embedded Skins formats were used to deliver the campaign's range of playful and colourful creatives.

CAMPAIGN RESULTS

+53.1% Ozone Attention Index Score

The campaign achieved a standout Ozone Attention Index score of +53.1%, with the key driver being the Interaction Touch Rate. This exemplary score is indicative of the Interscroller format's ability to capture audience attention on mobile.

+26% overall Brand Lift

The campaign delivered highly impressive brand lift, up +26% overall. This was heavily weighted towards the lower funnel Preference and Action Intent metrics, showcasing how the campaign drove users down the funnel. Typically, for every 5% our Attention Index improves, Brand Lift increases by 1.36%.

74% Viewability

Additionally, alongside the 100% Skins Viewability, the Interscroller achieved an incredible 74% Viewability score, +14% higher than The MOAT benchmark. The Interscroller also smashed the CTR benchmark for the format, with all targeting lines achieving on or above 0.25%.

Sources: Ozone & Brand Metrics