

CASE STUDY

SpotX Brings Crispy Delights to OTT

Oishi SPOTX

THE CHALLENGE

As part of Oishi's promotional marketing campaign in the Philippines for a baked potato snack - Crispy Patata, the brand wanted to explore the best ways to achieve maximum brand awareness in the digital space. Having traditionally focused 90% of their ad budget on linear TV and using Youtube for digital video campaigns, they wanted to explore new channels.

THE SOLUTION

SpotX proposed a reallocation of their video ad budget to target the OTT marketplace with leading premium OTT regional publishers.

THE CAMPAIGN



CAMPAIGN NAME: CRISPY PATATA



PHILIPPINES



8 WEEKS



INSTREAM OTT



MF 13-44

PREMIUM OTT INVENTORY

iflix

viu

iW iWant

THE RESULTS

SpotX successfully delivered beyond target Viewability, CVR and industry average rates.



SpotX 94% > KPI 70%

Viewability
& CVR

Achieved overall Video Completion Rate & Viewability of 90% and above



95% Mobile

Device Split

Majority of spend was on mobile with 61% serving on Android OS devices

Industry Average

MOAT

Viewability

62.3%

CVR

68.3%