

## CASE STUDY

Firefly Yellow Shield achieves 5X CTR with interactive ad solutions

FIREFLY

SPOTX FIREFLY

### THE CHALLENGE

Firefly is one of the leading electric & lighting manufacturers in the Philippines. In view of the pandemic, they launched Firefly Yellow Shield, a series of products including air purifiers, UV lamps, face masks and face shields to protect, disinfect and prevent the spread of germs. To spread brand awareness of the campaign, they needed a comprehensive digital video outreach solution and worked with SpotX to try OTT for the first time.

### THE SOLUTION

SpotX utilised SpotX Studio to customise a creative video content solution - utilizing interactive video ads within OTT and online video platforms to drive landing page click through rate.

# THE CAMPAIGN



CAMPAIGN NAME: FIREFLY ABANGERS



Philippines



29 Oct - 25 Nov



8 seconds Instream with branded border end card by SpotX Studio

PREMIUM INVENTORY

viu iflix iWant Rakuten VIKI

ABS-CBN



# THE RESULTS

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



93% Video Completion Rate



94% Viewability



5X CTR Above Average

Achieved 1.26% CTR, above global industry average (IAB 0.23%) vs non-interactive format

Industry Average

MOAT

CVR 68.3% Viewability 62.3%

iab.

CTR 0.23%