

CASE STUDY

Bear Brand takes festive campaign to new level with OTT



SPOTX

THE CHALLENGE

Bear Brand Indonesia, a popular milk drink brand, wanted to launch a campaign targeting the Chinese New Year festive season. Their objective was to reach OTT audiences watching Chinese Movies and achieve a KPI of Viewability 80% & Completed Video Rate of 80%.




THE SOLUTION

SpotX launched a campaign across three premium OTT publishers with the added value of an animated display creative by SpotX Studio to drive higher engagement with interactive creatives.

THE CAMPAIGN



CAMPAIGN NAME: BEAR BRAND CNY

 Indonesia
  Feb 2021
  Male Female
 18 - 44

XX.STUDIO Instream ad with Animated Display
 to Video Creative by SpotX Studio

PREMIUM OTT INVENTORY

Vidio



WeTV iflix



THE RESULTS

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



90% Video Completion Rate

Delivered 2,376, 303 completed views



94% Viewability



4.6X CTR (1.06%) Above Average

Above global industry average (IAB 0.23%)

Industry Average

MOAT

CVR 68.3% Viewability 62.3%

iab.

CTR 0.23%