

**OPTIMIZING
COMES
THROUGH
EXPERIMENTING**

WIND

WIND VISION Campaign Launch

Main campaign pillars

01

Establish New Product in market

- The new way of watching TV is here

Introduce New Features & Rich Content

- Catch Up
- Multiscreen
- Voice Search
- Chromecast
- Movies
- Sports programs
- News
- Epic TV Shows

02

03

Build up connection with Netflix

- 1st Android TV with Netflix integration in Greece

What we aimed for

Campaign goals

Awareness

Favorability

Reach

Ad Recall

Consideration

Brand Intent

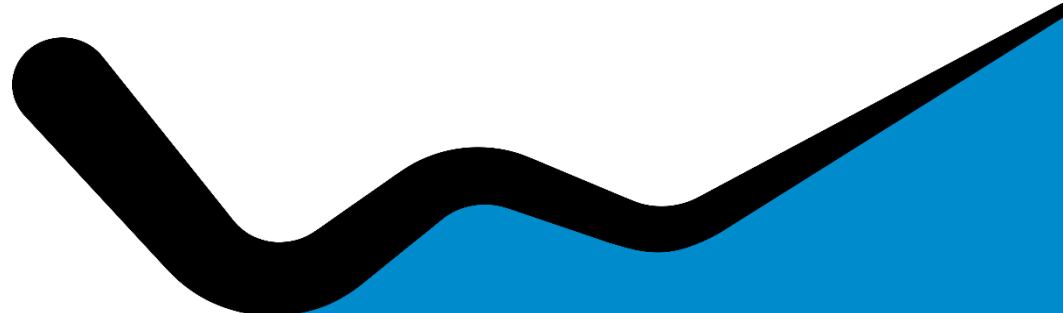
Performance

Click 2 Calls

Applications

Activations

**But how did we build the right strategy
& investment?**



We created campaign phases to maintain the audience attention in every step of the funnel

Teasing Period

YouTube Bumper ads using teaser videos about the new product coming

Product Launch

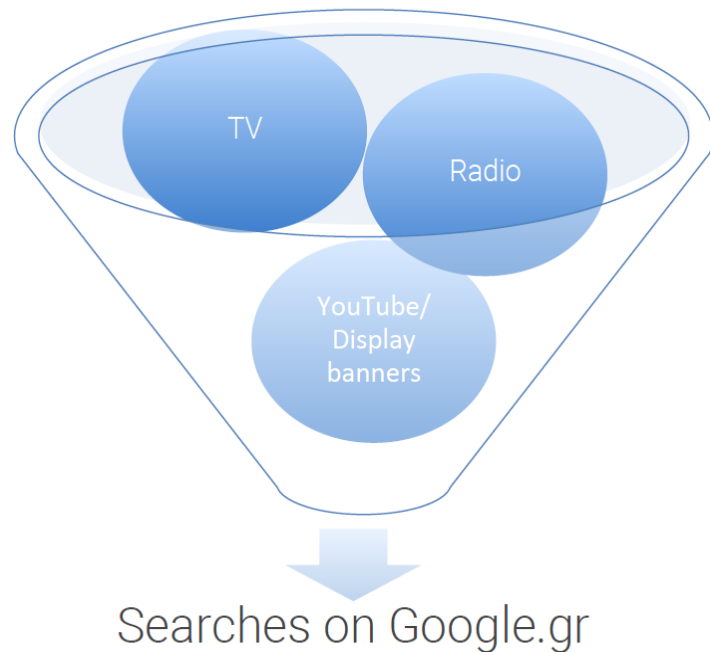
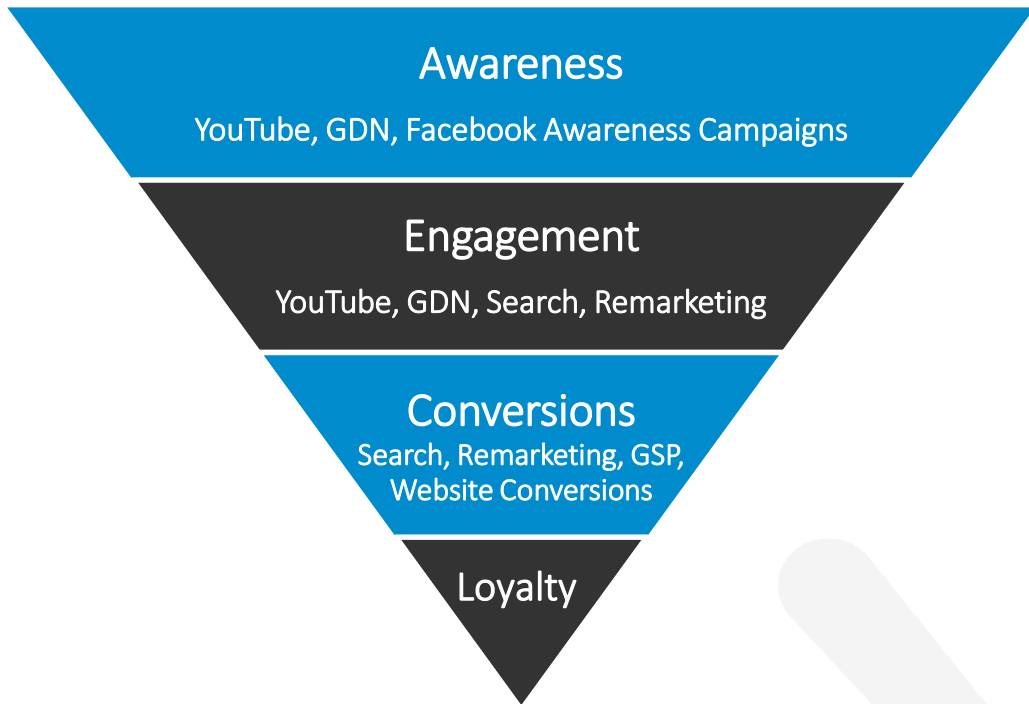
YouTube Prerolls & variable creatives depending on product features for Social Media and GDN

Offer Launch

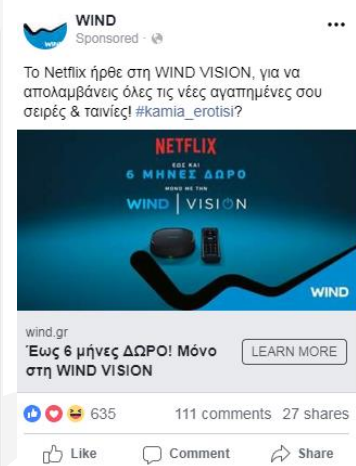
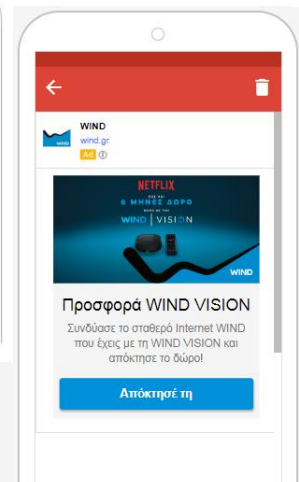
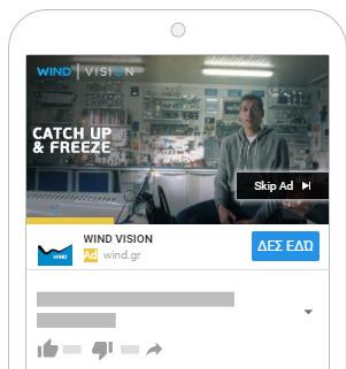
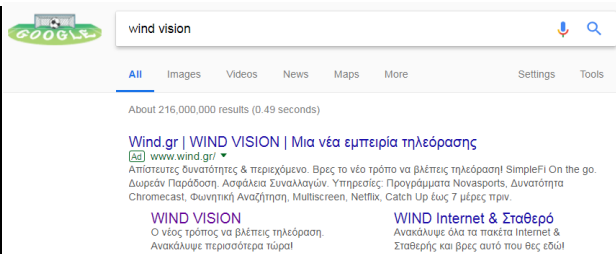
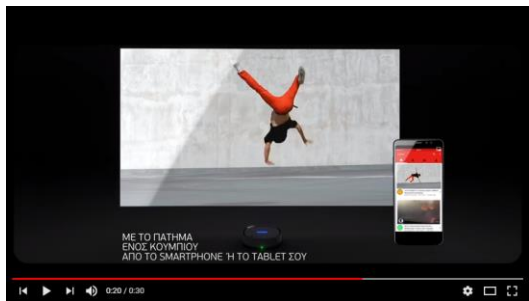
Search ads, Remarketing & Bumper ads to capture the interest generated with an appealing offer

We covered the entire funnel: from awareness to performance

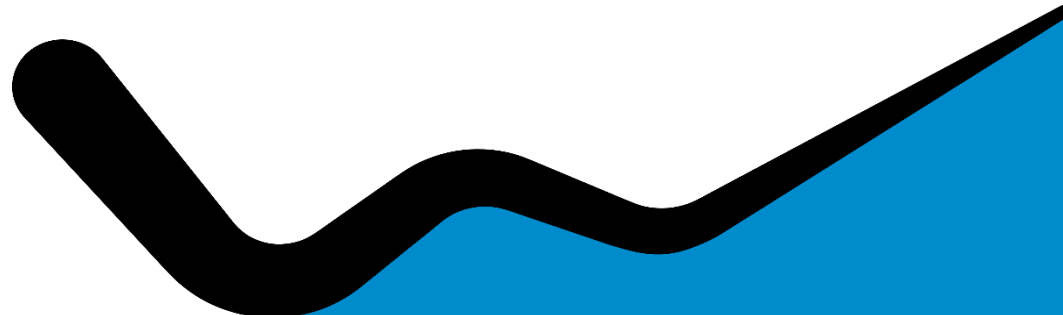
trying to support the 360 campaign



We adjusted promotional materials depending on the medium in order to achieve higher engagement and better CTR



And we didn't just stick to basics...



We took a step further diving into new Betas!



Found people who recently searched
with intent signals linked directly to Google



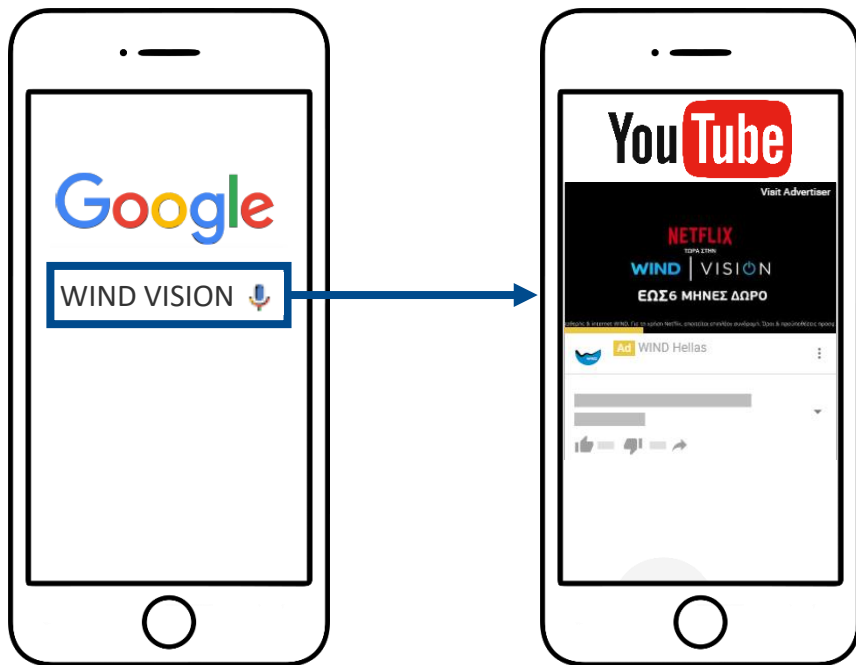
Made it easier to take action
with frictionless performance formats



Auto-optimized for results
with best-in-class machine learning

Found people who recently searched..

Custom Intent Audiences

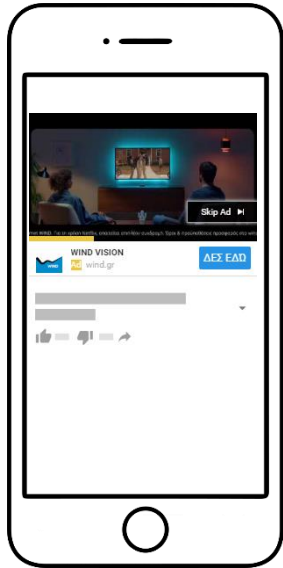


85% of people who use Google Search are also on YouTube!

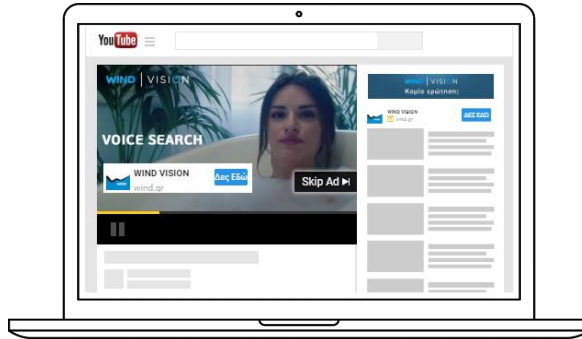
- New Adgroups targeting specific keywords related to WIND VISION & WIND TV
- Reached people on YouTube soon after they showed intent by searching for these keywords on Google
- Drove action on YouTube and increased engagement & purchase intent

Made it easier to take action

YouTube for Action



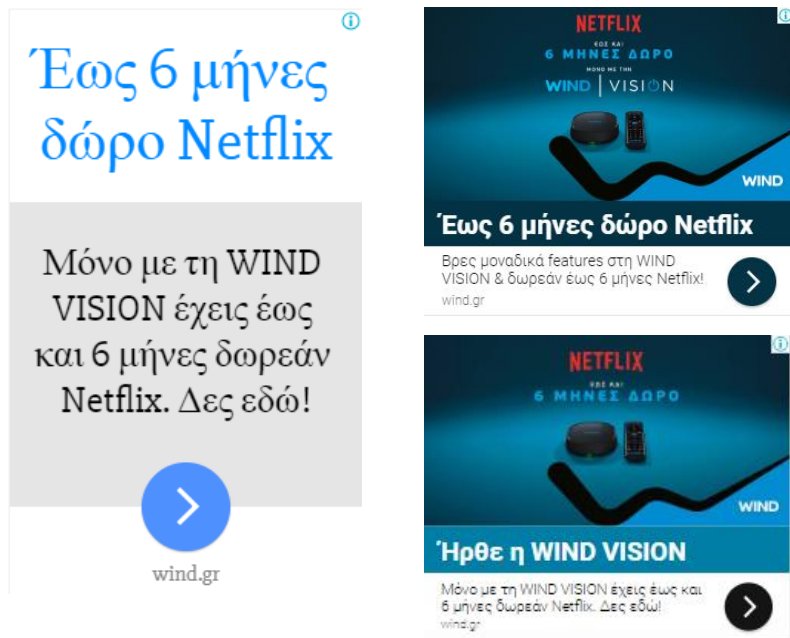
People pay more attention on YouTube, while **95%** of ads on YouTube are viewable...



- New YouTube for Action Campaign, adding call-to-action & headline text overlay to the video ads.
- Increased viewer engagement & Encouraged customers to explore WIND VISION product and take action in the website.
- Target CPA bidding to maximize conversions under the targeted CPA

And Auto-optimized for results

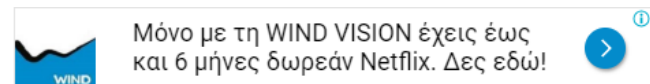
Smart Display Campaigns using the power of Google's machine learning



The image shows three components of a Smart Display Ad for Wind Vision. On the left is a large text box with a blue header 'Έως 6 μήνες δώρο Netflix' and a grey body containing the text 'Μόνο με τη WIND VISION έχεις έως και 6 μήνες δωρεάν Netflix. Δες εδώ!' and a blue arrow button. Below this is the 'wind.gr' URL. On the right are two smaller ad variants. The top variant has a blue background with a Netflix logo, the text 'ΕΤΕ ΚΑΙ 6 ΜΗΝΕΣ ΔΩΡΟ WIND VISION', an image of a smart TV, and a headline 'Έως 6 μήνες δώρο Netflix'. The bottom variant has the same background and image, but with a headline 'Έρθει η WIND VISION' and a description 'Μόνο με τη WIND VISION έχεις έως και 6 μήνες δωρεάν Netflix. Δες εδώ!'.

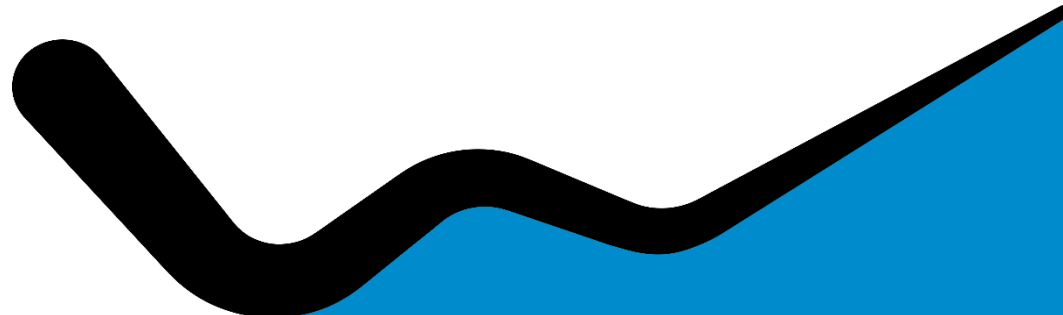
Setting up for Success

- Target CPA bidding to maximize conversions under the targeted CPA
- Set a daily budget 15x the target CPA bid
- 3 headlines, 3 description lines, 2 images & 1 logo.
- Review and remove low performing assets & replace with new assets



A small Smart Display Ad variant featuring the Wind logo on the left, the text 'Μόνο με τη WIND VISION έχεις έως και 6 μήνες δωρεάν Netflix. Δες εδώ!', and a blue arrow button.

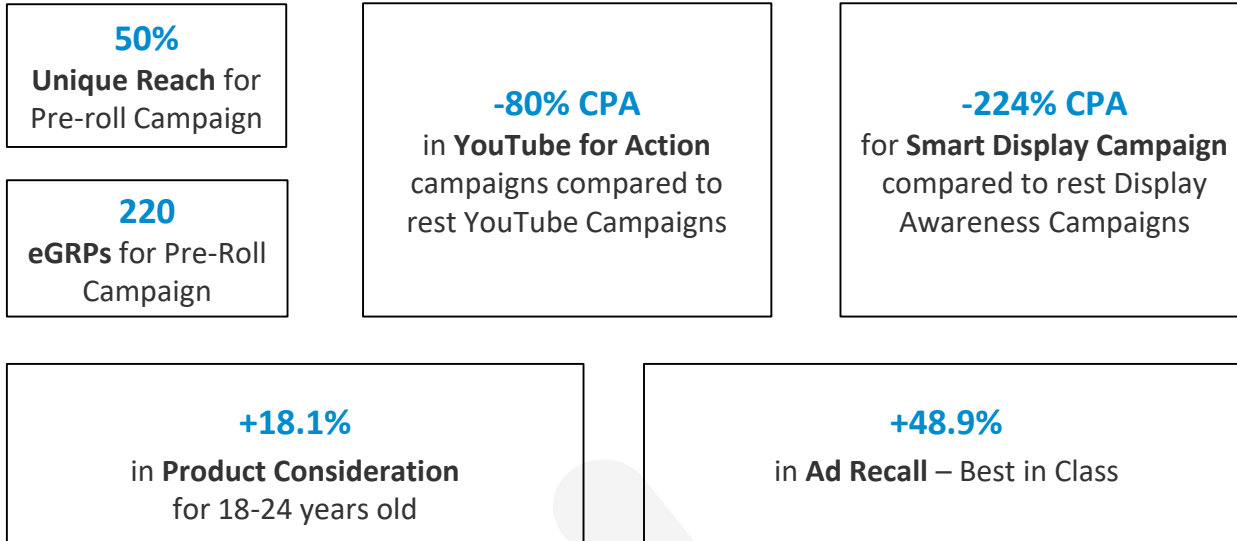
Did all this work?



KPIs & measurements proved that it worked

Campaign Actuals

Target Audience : Users 25+



Brand Interest Lift 202.5%

Campaign Actuals

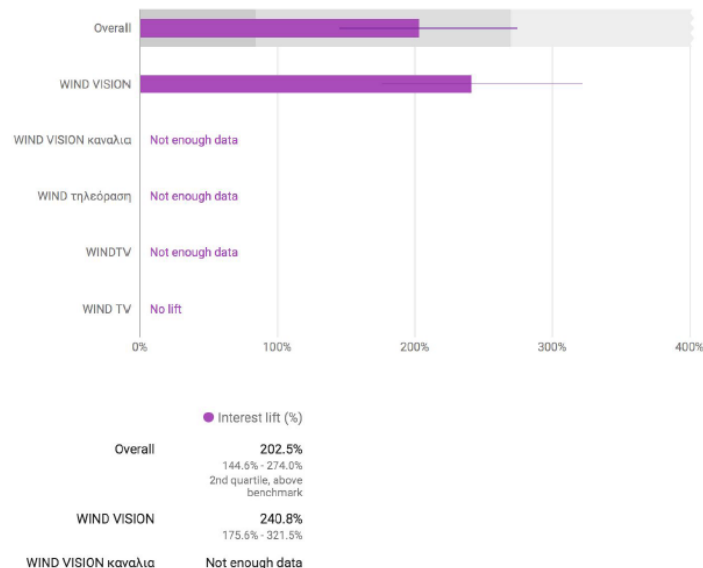
Can we say with certainty that your YT campaign made an impact on organic search query volume?

Yes

Your YT campaign increased the % of people searching “Wind Vision” by

+202.5%

What was the interest lift for keyword “WindVision”?



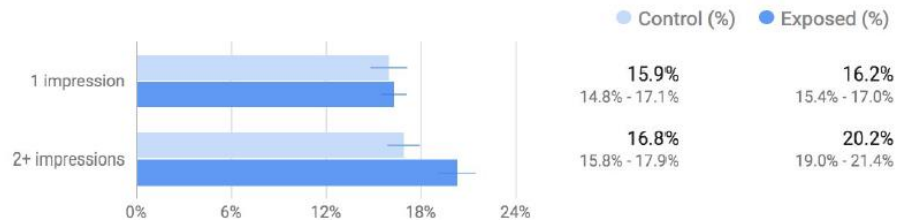
Brand Favorability Lift 20%

Campaign Actuals

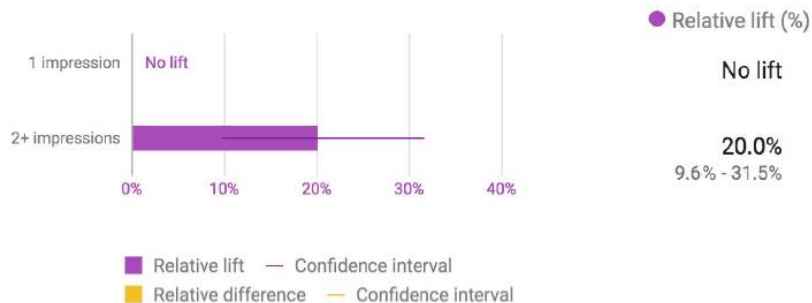
Can we say with certainty that your YT campaign made your brand more favorable when your ad was served 2+?

Yes, your YT campaign made more people have a positive opinion on your brand by **+20.0%** (if ad was served 2+ times)

What percentage of people had a positive opinion after seeing it 1 or 2+ ?



What's the relative increase between control and exposed groups?



thank you!

