

HOUSE OF KAIZEN

CASE STUDY

CLIENT:
Avis EMEA

CHANNEL:
Display

VERTICAL:
Travel

REGION:
EMEA

AVIS®

PROGRAMMATIC VIDEO: REVENUE 48% ABOVE TARGET

Applying **programmatic principles** to video made for a highly **targeted campaign**, bringing Avis **exposure** and **ROI**.

RESULTS

+48%
REVENUE
TARGET

+38%
ROI TARGET

+28%
ABOVE THE INTERACTION
TIME BENCHMARK

THE CHALLENGE:

- Avis EMEA had a slick premium **TV ad** and wanted to harness this asset to launch a **video campaign** that delivered **awareness, engagement** and a **significant ROI**.
- However, video is traditionally a **brand-awareness medium**, which typically delivers a **lower ROI**.

INTERESTING INSIGHTS:

- During the campaign, **favourability for Avis increased by 7%** amongst the exposed group, while overall **favourability for Sixt and Hertz fell**.
- Over **6,700 hours of Avis content** was **viewed** over the campaign.

“When Avis UK asked House of Kaizen to review a brief way back in 2005, we had no idea how fruitful the relationship would become.

*With this campaign we have proven that **branding has its place in performance marketing**, and that video can be an effective tool in driving conversion and ROI”.*

*Darren Peacock. Brand Director,
Avis Budget Group*

THE STRATEGY:

Phase 1: Raise awareness

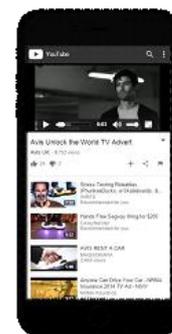
- **Pre-roll placement** of Avis's existing TV ad on **premium VOD channels**

Phase 2: Promote consideration & engagement

- Using programmatic allowed Avis to be more strategic, finding and **targeting audiences throughout their online journey**, instead of being limited by site-specific buys.
- Targeting user segments with **bespoke rich media** video units allowed Avis to **track user engagements** with their brand.

Phase 3: Drive conversion

- **Data-driven retargeting** allowed Avis to **tailor their messaging** according to users' **prior engagement** with their ad and brand.
- **Relevant, timely messaging** tailored to each user journey meant more **engaged users** were driven into the purchase funnel.



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BREAKDOWN: IMPLEMENTING THE STRATEGY THROUGHOUT THE FUNNEL

AWARENESS: PREMIUM PLACEMENT

- **Pre-roll placement** on **premium VOD channels** associated the brand with high-quality TV.
- Audience **targeting** by age, sex and socioeconomic data exposed millions of potential customers to Avis.
- Raising **brand-awareness generated demand**, filling the top of the funnel with **high-quality** potential customers.

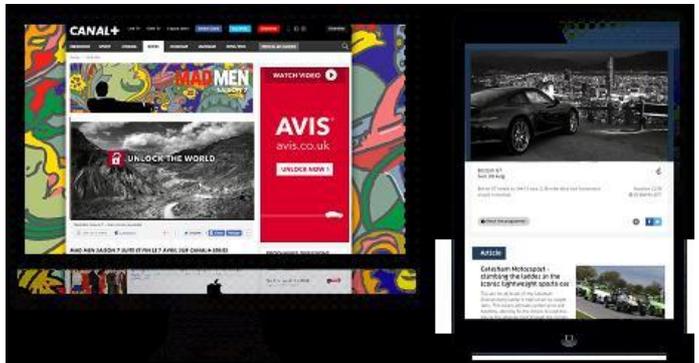
✓ UK video completion rate 98%



CONSIDERATION: PROGRAMMATIC VIDEO

- Using Programmatic meant Avis could target specific user segments wherever they were online.
- **Granular textual and behavioural data** allowed Avis to **pursue** potential regular- and premium-service customers.
- **User engagement** metrics allowed Avis to **track the number and type of users** viewing their content.

✓ Average user attention time 53 seconds



ENGAGEMENT: BESPOKE RICH MEDIA

- **Bespoke** video units employed **rich media** to transform the existing ad into a compelling **full-page brand experience**.
- **Programmatic** allowed Avis to **target** relevant user segments with **extraordinary accuracy**.
- Sophisticated **interactive elements** promoted extensive brand engagement, whilst educating users about services.
- Tracking **user engagements** allowed Avis to **identify interested users** for retargeting further down the funnel.

✓ Winner: Exponential video of the month



CONVERSION: TARGETING

- Targeting users in response to **real world data** (weather, social media trends etc) allowed Avis to reach customers at their **most receptive moments**.
- Retargeting users based on **prior ad engagement** and displaying **relevant offers**, provided a final incentive to make a purchase.
- **Centralised retargeting** meant users were targeted efficiently, with **no wasted impressions**.

✓ ROI: 9:1

