

MSN case study:

MSN puts smile on Aveeno Face campaign

Contextual relevancy boosts engagement rates

BRIEF:	Excite potential customers about Aveeno Facial Care range
CLIENT:	Aveeno
TARGET AUDIENCE:	25-54 females
PLATFORMS:	MSN.co.nz and Windows Live Hotmail
AGENCY:	OMD

Campaign overview

Skincare is a personal thing. Customers know what they like. So it's tough to excite entrenched brand users to try something new. Taking a significant slice of its budget online, Aveeno and agency OMD took a longitudinal view, opting for a two-phased campaign that would make a decent far-reaching impression, and encourage product trial. Targeting was one thing and an easy box to tick. The other was contextual relevance – being where people are primed to receive your messages. And this is where MSN.co.nz really helped, its flagship health, beauty and lifestyle categories offering the right context for Aveeno's campaign. The combination of audience mass, targeting, and context driven placement delivered both cut through and superior engagement.

MSN solution

MSN.co.nz and Windows Live Hotmail. Multiple executions and formats, including run-of-site video banners, homepage takeover with skins and pushdown banners, run-of-lifestyle category rich media placements, and Hotmail banners and video.

Execution

OMD's assessment of media strategy – fewer, bigger, better – drove online partner search and, ultimately, MSN's selection (along with one other). Phase one – a six-week block – was designed for reach and impact. Four weeks later, phase two added an education dimension to spade work product sampling.

Video provided a more dynamic format to support educational objectives. A run-of-site sampling banner was a significant feature with banner functionality providing a sampling mechanism, allowing prospective customers to request a free sample, without exiting MSN.co.nz. Additional tabs profiled specific Aveeno product ingredients, easing barriers for potential product trialists.

Results

Overall, the campaign delivered 4.5-plus million page impressions. Total user initiated interactions numbered 1.3-plus million (29%) with a run-of-site medium rectangle recording an interaction rate of 75%, which outperformed all other placements.

The phase one standard homepage placement captured 200,000 daily unique browsers and a click-through rate of 0.18%. MSN's lifestyle category was particularly engaging with the average rate of 19.5% towering above the category average of 6%. Hotmail also delivered handsomely, with placements accounting for a 6.55% engagement rate.

Phase two video delivered spectacular interactivity. MSN run-of-site video banners captured an engagement rate of more than 70%. Video completion rate was also strong, with more than one-in-four watching through to completion.

Lessons

Absolute audience size is one thing, but online media properties must provide adequate audience volumes for targeting and context-based advertising placement.

In this case, campaign buying reflected the big job that needed doing – corralling consumers through the 'funnel', from attention through to action. Using video at phase two helped convert the groundwork done in phase one.

A younger audience, like MSN's, is tuned to video. They're happy watching. They're also practiced at talking to each other and jump into social networking tools.



