

MSN case study:

Bigger format for a better launch

Full screen HD video perfect pitch for new season TV launch

BRIEF:	Promote viewer interest in new season launch of two brand new shows: Modern Family and The Good Wife
CLIENT:	TV3
TARGET AUDIENCE:	18-49 year-olds
PLATFORMS:	MSN.co.nz
AGENCY:	PHDiQ

Campaign overview

The popularity of big screen communication reflects human requirements for higher quality stimulation. Larger formats pack more in and do it with more colour and detail. However, in the past, large screen online video advertising came with large file sizes, which resulted in video buffering and users not having the patience to wait.

All this has changed thanks to a lightweight full screen video advertising format that allows users to take in the big screen

experience. In launching new season shows Modern Family and The Good Wife, TV3 and agency PHDiQ created a full-screen viewing option within a MSN medium rectangle video ad unit. Plenty of people went for it, highlighting the ability of large format video to maximise the reach of a campaign launch.

MSN solution

MSN.co.nz expanding medium rectangle video, with viewer-initiated full-screen video option; video pre-roll advertising in Entertainment Fix.

Execution

Looking to promote new shows Modern Family and The Good Wife, TV3 via PHDiQ partnered MSN for its national reach and strong entertainment content, providing TV3 with the ideal vehicle to promote video on a platform outside the Mediaworks portfolio.

The biggest bang was delivered via the MSN.co.nz homepage. Specifically, each show was promoted by a single-day expanding medium rectangle video, with a viewer-initiated full-screen video option. Longer running exposure in MSN Entertainment Fix was delivered by an expanding medium rectangle unit, which housed a 15-second video pre-roll.

Results

The six-week campaign delivered 1.8 million impressions, which captured 88,000 user-initiated interactions (5%). 85% of pre-rolls were watched from start to finish.

Notably, the two single-day homepage promotions garnered 6,900 user-initiated views (an above-average 0.2% click-through rate). 1,052 viewers opted to watch full-screen.

Lessons

Studies show videos possess greater stickiness and up to 30% longer dwell times than standard creative.

The new season launch of Modern Family and The Good Wife shows that when website visitors opt for video a significant number will choose larger formats.

Smaller video formats necessary for campaign frequency supported targeting and specific placements.

