

MSN case study:

VideoEzy looks skyward for online advertising inspiration

A new take on category sponsorship – bad weather triggers VideoEzy online pop-up. How clever.

BRIEF:	Remind target customers that DVD rental is an ideal entertainment solution when the category was most relevant – when it was raining
CLIENT:	VideoEzy
TARGET AUDIENCE:	Parents with young children
PLATFORMS:	MSN.co.nz and Windows Live Messenger
AGENCY:	DraftFCB

Campaign overview

For VideoEzy's largest customer group – parents with young children – DVD rental is a major source of entertainment. VideoEzy's challenge was reaching these folks at the critical moment of truth when the TV/DVD option flashed up on the household entertainment radar. Bad weather was a key trigger and turned the spotlight to media best suited to promotion on a weather-dependent basis. The answer was not a simple matter of sponsoring weather media spaces – only rain days were valuable. In partnering MSN VideoEzy got the tailor made unit it needed, promoting VideoEzy during bad weather days by using a pop-up device embedded in the MSN Homepage four-day weather forecast window. The approach delivered the message when it was most relevant, minimising wastage.

MSN solution

MSN.co.nz pop-up embedded in homepage four-day weather forecast window and triggered during wet weather; MSN technical team designed and embedded VideoEzy weather pop-up device.

Execution

The media idea was reaching target consumers at the moment they were most likely to act on the message to rent a DVD. The key moment was defined as rain days, when the family is housebound. Accordingly, advertising in more favourable conditions was considered wasteful. Both radio and online were used to implement what was a geographically challenging, weather sensitive innovation. Rain triggered the creative message: Stuck inside...Don't worry, we'll keep you entertained...Rent x from VideoEzy, which was encapsulated in the VideoEzy weather 'thought bubble' located top-right on the MSN homepage and within the four-day forecast window. The idea was augmented with standard display advertising in MSN Weather, Entertainment Fix and text links within Windows Live Messenger.

Results

Using Niwa data, which indicated a nationwide average of 15.75 wet days for the six-week campaign period, combined with MSN's 174,000 daily homepage unique browsers, the campaign was forecasted to reach 2,740,500 million UBs. The exposure generated 12,000 clicks, which took people to the VideoEzy website. Reporting recorded the following average CTR rates: Windows Live Messenger (0.17%); Entertainment Fix (0.072%) and Weather (0.1%).

Lessons

Targeting an associated external event rather than audience demographics proved a great twist on context-based placement. On the face of it, DVDs are best promoted in entertainment environments. However, thinking laterally helped VideoEzy target potential customers at the most critical moment of truth – "It's wet. What shall we do with the kids, now?".

A national campaign requires an online partner offering true national reach. MSN New Zealand, with three million-plus people using its network each month, offers audience critical mass required by big campaigns.

Online advertising architecture and serving has come of age and avails new opportunities to advertisers who want to move beyond just display.

