



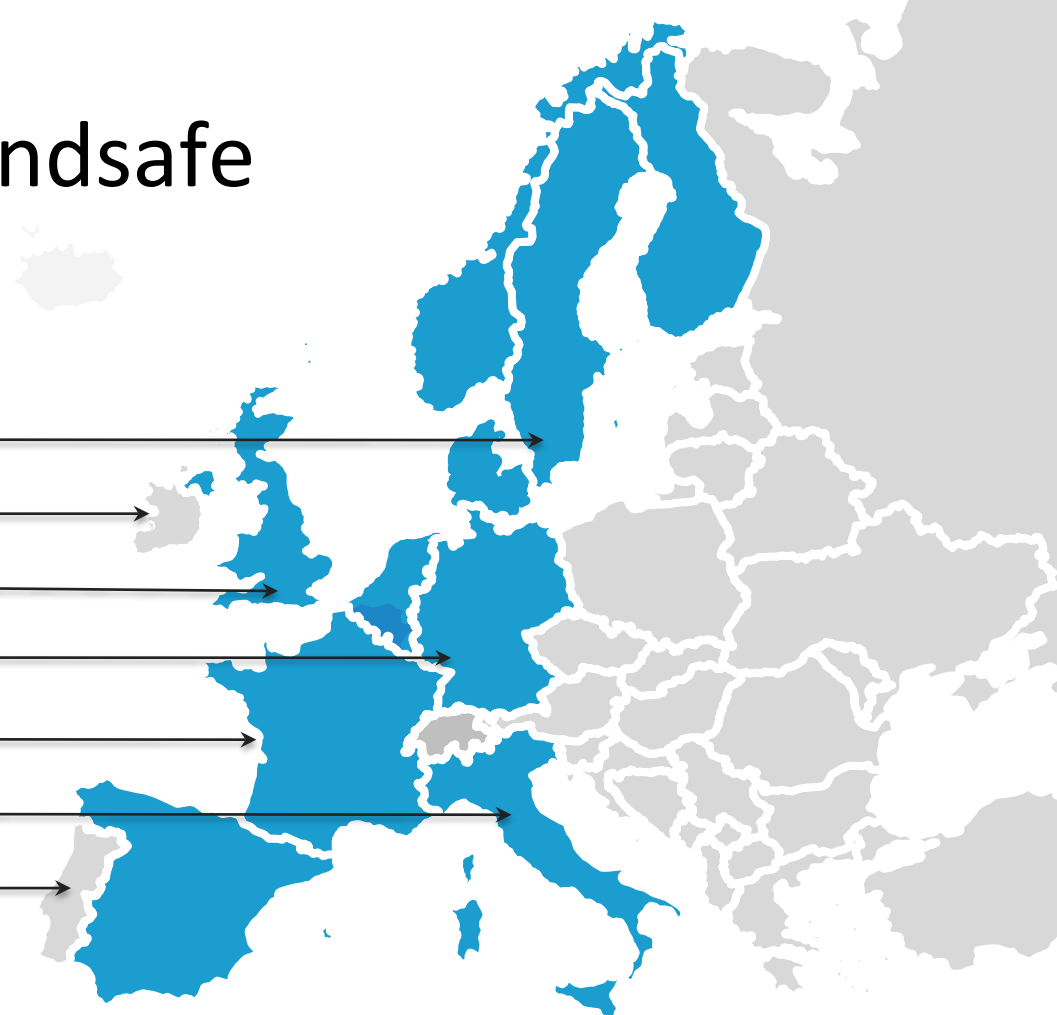
GROUPM X
RAMIRENT X
SMARTCLIP
VIDEO CASE

IAB VIDEO SEMINAR 2019 / 11.6.2019

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Europe's largest brandsafe video offering

Nordics: 850M
UK & IE: 340M
Benelux: M
Germany: 1000M
France: 350M
Italy: 466M
Spain: 475M





ALWAYS HOT



ON STEROIDS

RAMIRENT – GEAR UP



RAMIRENT

BUILDING IMAGE FOR BRAND GROWTH



Gear Up.

HOW TO REACH THE CAMPAIGN GOAL?

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**There is no media
consumer called SMB**



TOP 3 ARCHETYPES FOR YOUR AUDIENCE (ATTITUDES)



Tech Early Adopters

130 ix

PLACEHOLDER

Target audience is well connected in Digital



Health Conscious

125 ix

PLACEHOLDER

They are quite aware of current trends



Car Enthusiasts

124 ix

PLACEHOLDER

Cars and technologies – the passions

HOW TO GET THE MOST OUT OF VIDEO?

How do we bring the "Gear Up" –mentality as essential part of the media campaign as well?

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“EVERY SCREEN COUNTS”



EVERY SCREEN COUNTS

❑ Multiple different formats to cover maximum reach

✓ **Enabling to reach as many target audience members as possible**

❑ Modify the campaign message to become more relevant and personal right from the first seconds

✓ **Secure as strong campaign message memory stain as possible to the target audience**

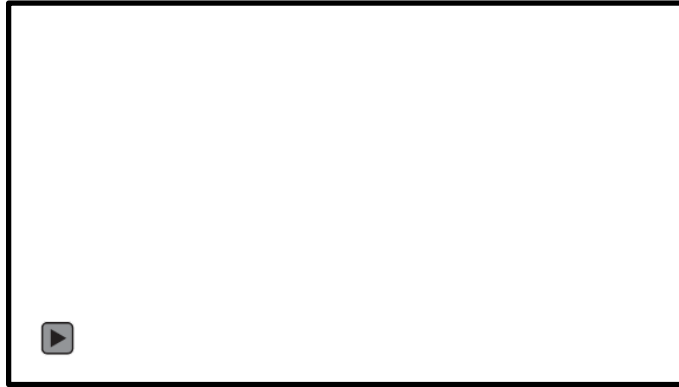
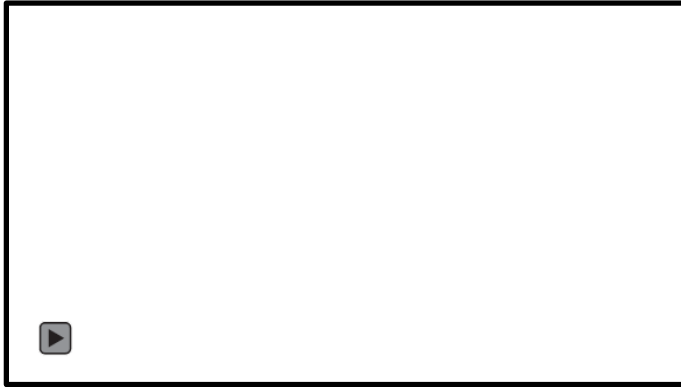
”Gearing Up the communication also”

MODIFIED DYNAMIC MATERIALS

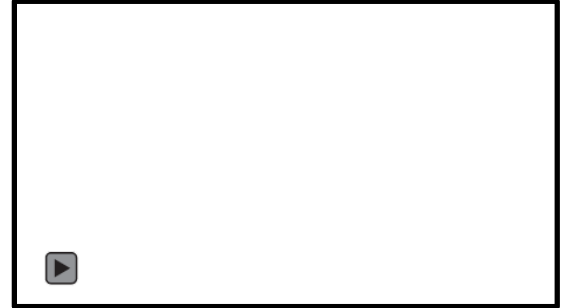
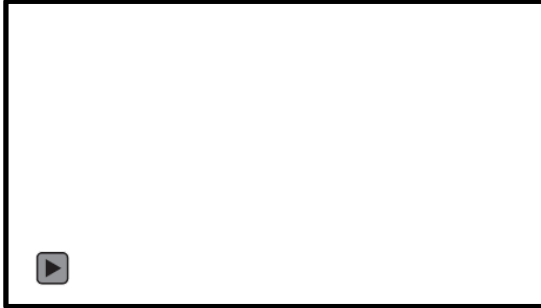




DIFFERENT SPOT VERSIONS IN DIFFERENT ENVIRONMENTS



270 different versions
in total live in the
campaign



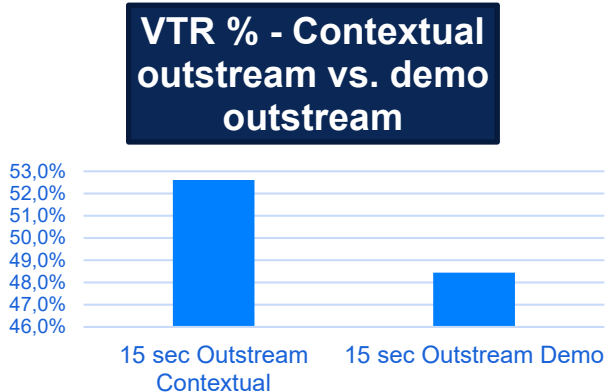
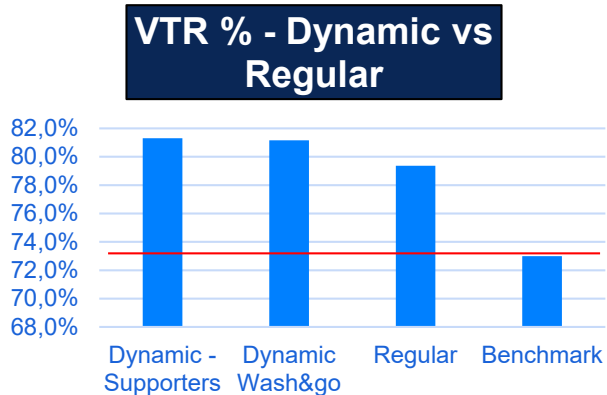
RESULTS



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RESULTS

- By June 2nd over 5 million impressions run
 - Around 30 % net reach covered in the total online audience
 - Overall user frequency has been 4,7 to secure strong awareness and ad recall rate levels through sufficient repetition
- Dynamic creatives feature higher VTR % levels than original spot versions
- Contextual targetings outperforming demographic based in outstream



THIS IS HOW WE GEARED UP AND NOW SMILE

THANK YOU

Henna Purmonen – Digital Marketing Lead @ GroupM Finland

Valtteri Lahtinen – Video Planner @ GroupM Finland

Jaakko Rautanen – Head of Sales @ Smartclip Nordics AB

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