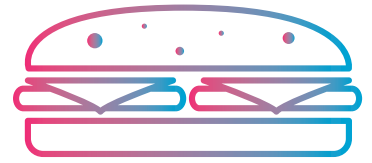


BIDTELLECT CASE STUDY



VIDEO SUCCESS: VIDEO CAMPAIGN REACHES SANDWICH LOVERS FOR MULTINATIONAL QSR

A multinational quick-service restaurant with a new chicken sandwich turned to Bidtellect to reach potential customers interested in healthy lunch or dinner options using our video capabilities.

Digital Director, Dentsu

"We've used Bidtellect for a lot of our clients across various industries from Consumer Electronics to FinServ to Retail- Bidtellect's performance through native ads is unparalleled when compared to anyone with a similar offering. Bidtellect always makes sure the campaigns are set up for success, they will ensure all the pipes are established for them to optimize and stay on top of campaigns to enhance and improve performance, and it feels very personal that way, that someone is taking care of your campaigns!"

Goals

80% VCR
(Video Completion Rate)

Solutions & Tactics:

Using Bidtellect's advanced video suite, the client wanted to reach consumers who frequent QSRs often, but may not necessarily choose this brand for a meal. The targeted consumer was keen to get quality, healthy lunch or dinner options, especially those high in protein either for fitness goals, physical activity, or to satiate them longer.

Based on the brand's past consumer feedback, Bidtellect targeted women and the age range 25-36, both of which found smaller sandwich sizes and high protein appealing. Bidtellect also targeted their QSR Audiences, Gaming, Sports, Entertainment Verticals, and Competitor Audience.

Results

Bidtellect surpassed that goal and achieved 83% VCR.

