

# BIDTELLECT CASE STUDY

## CONSUMER GOODS COMPANY SURPASSES VCR GOAL AND ACHIEVES TANGIBLE BRAND LIFT AWARENESS WITH BIDTELLECT

A Consumer Goods Company turned to Bidtellect's video capabilities to increase brand awareness and engagement.

### Goals

A major Consumer Goods company wanted to increase awareness in younger consumers while still maintaining favorable awareness with its core audience and repeat purchasers.

- Primary Goal: Awareness - Brand Lift
- Secondary Goal: VCR & Engagement

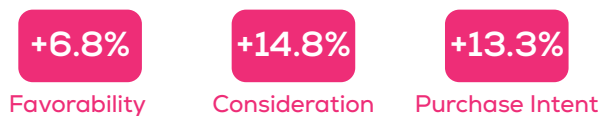
### Solutions & Tactics

In 2021 Bidtellect won this piece of business and carried Native and Native Video. Due to the success they saw across Native (CTR) and Native video (VCR) the agency expanded the partnership with Bidtellect into additional formats. In order to reach the Company's new brand lift and awareness goals, the team added Instream Video for the first time.

Bidtellect's powerful Instream Video performance capabilities combined with the team's strategic recommendations, the campaign surpassed VCR goals and achieved increases in brand awareness across favorability, consideration, and purchase intent categories in a LoopMe Brand Lift Study.

### Results

#### LoopMe Brand Lift Study:



#### VCR:



#### Engagement Score:

