

CASE STUDY

CREATING A HEALTHY PROGRAMMATIC VIDEO HABIT WITH 70% COMPLETED VIEWS!

Nicotinell partners with Rubicon Project Chango to find tough-to-reach UK audience for video ad campaign. Despite an incredibly aggressive set of goals, Rubicon Project Chango delivers highest video completion rate, the lowest cost-per-completed video (CPCV), and provides deep understanding of audience.

#1

Programmatic vendor for completed views

68%

of respondents view 100% of campaign video

2.6MM

unique users reached



Nicotinell looks and smells like a delightful piece of (sugar free) chewing gum, but it's actually a life-changing nicotine replacement therapy. The premise is simple: whenever a smoker gets the urge to light up, the gum delivers a rush of nicotine that quickly satisfying those cravings.

Though all smokers know cigarettes are bad for their health, Nicotinell wanted a fun and innovative message for its campaign. That's why the brand chose the theme: "Because Great Things Can Happen When You Sacrifice a Cigarette," which emphasized all of the cool things that smokers can do in the six minutes they would have spent consuming a single cigarette.

THE OBJECTIVE

Clear The Smoke of Product Confusion

Though awareness of nicotine replacement therapy is high, few of the UK's 10 million smokers can distinguish one product from the other. Norvatis wanted to set its brand, Nicotinell, apart by creating memorable online brand experiences for smokers. The brand story would be told in a series of three videos (Robin, Action Figure, Moon) shown sequentially. At the end of each video, viewers would arrive at a campaign-landing page to learn more about Nicotinell, and to get started on the road to a smoke-free life.

THE SOLUTION

Live Intent Data Strikes a Match

Starcom Mediavest, Nicotinell's agency, approached Rubicon Project for a solution. Rubicon Project Chango explained why a programmatic approach is perfect for tough scenarios like Nicotinell's. Programmatic tests, measures and iterates based on responses – a strategy that can serve as a starting point for targeting.

Additionally, Rubicon Project Chango's proprietary live intent, browsing and Universal Live Profile data could shed insight into the online behaviors of likely smokers. Rubicon Project Chango would deploy a mix of demographic and live intent tactics to ensure the highest engagement rates amongst likely smokers.



SOLUTION
FEATURED

PROGRAMMATIC BRANDING

THE RESULTS

Despite the tough brief and lack of presence on YouTube, Rubicon Project Chango delivered more completed video views than any other vendor on the plan.

1 Respondents are more likely to go to bars, nightclubs and dance. They're more inclined to buy liquor, and show an interest in European football.

2 Additionally, the high prevalence of responders who have children suggest a life-stage in which smoking cessation is really necessary.

