

# Facebook builds awareness for travel brand

A leading travel industry client used Facebook to launch it's biggest brand campaign of 2014/15 to excite city travellers with stories from nearby holiday destinations. They wanted to create a high impact campaign on Facebook to compliment their wider offline and online campaign activity, utilising campaign video content to drive views and engagement.

## Approach

Leveraging Facebook's audience reach capabilities and native video units to deliver a high impact campaign strategy.

- Utilize Adaptly's technology to amplify post content to users.
- Build audiences based on consumer profiling data and identify key segments for testing.
- Align campaign pacing with offline to increase campaign frequency.
- Test multiple bid-strategies & optimise in real-time to maximise efficiency of delivery during key campaign periods.
- Create a multi-variate testing approach on; demographics, creative and placements with Adaptly's Bulk Deployment tool.

## Results

- The campaign reached over 20M ABC1 Adults, with Facebook reaching over 5M uniques at a frequency of 3.
- Facebook's embedded video format reduced CPV's by 85% (vs. YouTube post links), resulting in over 169k video views.
- Facebook played a pivotal role in increasing campaign awareness and delivering cost-effective video views.



5M unique reach.



3% engagement rate.



169k video views.

## Key Takeaways

- Facebook is a cost-effective branding platform, utilise it's audience reach capabilities to assist with achieving your campaign objectives.
- Embedded video formats deliver cost-effective video views, at scale.
- Pace activity to compliment your cross-channel activity, e.g. to increase frequency during key periods.

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