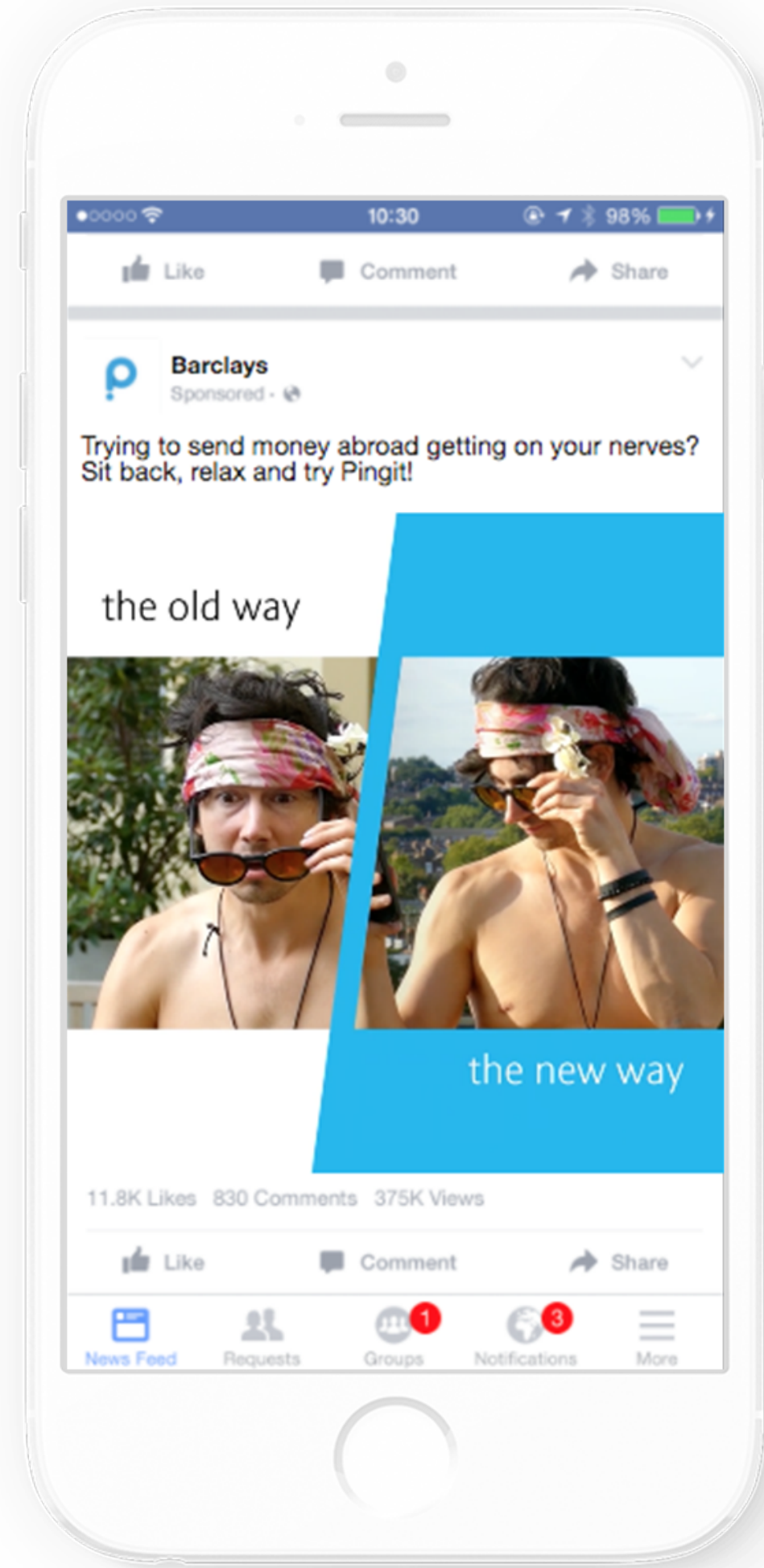




SUCCESS STORY: BARCLAYS PINGIT

Facebook video to capture a millennial audience



Goal

Raise brand awareness for Pingit whilst encouraging customers and non-customers to download the app.

Approach

Vidsy delivered a playful and millennial targeted mobile video strategy to showcase Pingit's new international fee-free feature. By creating Facebook optimised video ads with fun branding and clear calls-to-action, Vidsy drove both app awareness and actions.

Results

10 Facebook video ads created

2.975% CTR (Actions)

58% video completion rate (Awareness).

2 weeks Production times