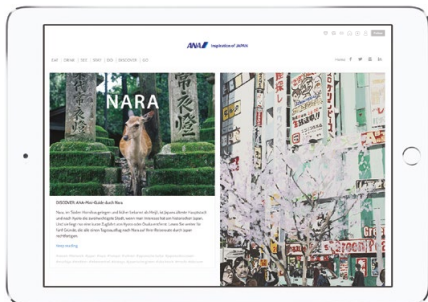


# A global first on Tumblr



All Nippon Airways (ANA), one of Japan's largest airlines, wanted to increase brand awareness and tap into cultures and communities to engage with leisure travellers, ultimately becoming the trusted guide on how best to enjoy Japan.

They specifically wanted to drive awareness of their "We Are Japan" blogs on Tumblr dedicated to their audiences in French, German and English.



## Diverse data

Using social listening techniques on Tumblr, we helped to uncover the types of content and tagging structure the travel community like to use so that ANA were able to speak authentically with the communities they were trying to target.

Content on the landing page destination was divided up into popular categories based on insights from top content across Tumblr – things to do, eat, drink and discover.



## Premium content

We worked closely with the brand's creative agency Kemosabe to help shape content and creative that would best fit the platform.

Kemosabe created a 30-second video that would play as part of the very first video Tumblr Sponsored Day – the only takeover format available on any social platform. This meant all Tumblr users active on takeover day would see the video content when arriving at their dashboards.

Using our advice on the Tumblr community and what successful creative looks like on the platform, Kemosabe revised their initial creative from more standard pre-roll to editorial inspiration, which better reflected the blogs users would land on.

We also advised ANA to soften their call-to-actions (CTAs) below their video creative, leaning towards inspiring wording that offered the community an insight, rather than a transaction.



Reaching audiences through



## Better business outcomes

The global-first campaign delivered some great metrics for ANA on Tumblr.

ANA's video achieved a high click through rate, since it was a global first there is no direct benchmark, but the score is impressive given non-video creative has a CTR of 0.2 – 0.5% (where clicking is the only possible engagement).

**0.38%**  
click-through-  
rate (CTR)

**1344**  
new followers  
on their blogs



**13%**  
landing page  
engagement rate

**6x**  
engagement than  
previous campaign

ANA saw a 170% engagement rate (including clicks + mute, unmute and replays) on their video and a huge amount of new followers on their blog with in 24 hours.

Engagement with ANA's content extended way past the live date, showcasing the longevity of Tumblr advertising. Long after the campaign live date, the three blogs were still accruing engagements.

**Trust + Innovation =  
Better business outcomes**

**verizon**  
**media**

ANA Inspiration of JAPAN



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**After 18 months of working closely with Tumblr, it was wonderful to trial the new Tumblr Sponsored Day product, which gathered millions of impressions worldwide and over-achieved on our key KPIs.**

**– Nanako Murakami, Manager, EMEA Marketing & PR, All Nippon Airways**

Speak to your Verizon Media representative, email us at [info-uk@verizonmedia.com](mailto:info-uk@verizonmedia.com) or visit [verizonmedia.com](http://verizonmedia.com).

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**tumblr**