

AB-InBev

Mike's, United Kingdom



Increasing VTR and CTR for Mike's UK following intelligent creative optimisations

Objective

Mike's UK launched a 2022 summer campaign to promote their Hard Selzer line and sought to understand how the presentation of their different flavours, cue types and messaging impacted performance. VidMob ran a mid-campaign analysis to answer their creative curiosities and optimized the assets for the second half of the campaign.

Solution

Using Creative Analytics, VidMob uncovered new creative insights which were then applied to 12 optimized creatives that also adhered to Facebook's best practices. Small changes generated significant performance lifts.

From Insight

- + Sequence influences performance
- + Different cues, different results
- + Yellow background negatively impacted performance
- + Ending creative with cheers boosts performance

To Action

- + Creatives followed the order: 1) cue, 2) quote, 3) product
- + Focus on pour and fruit cues for optimal performance
- + Focus on green/pink background
- + Ensured a product cheers was present in end scene

IMPACT

89% ▲

VTR when compared to historical best performer

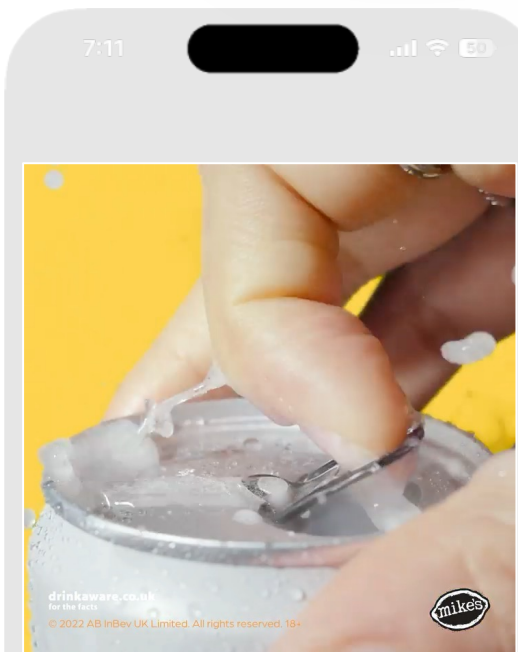
261% ▲

CTR when compared to historical best performer

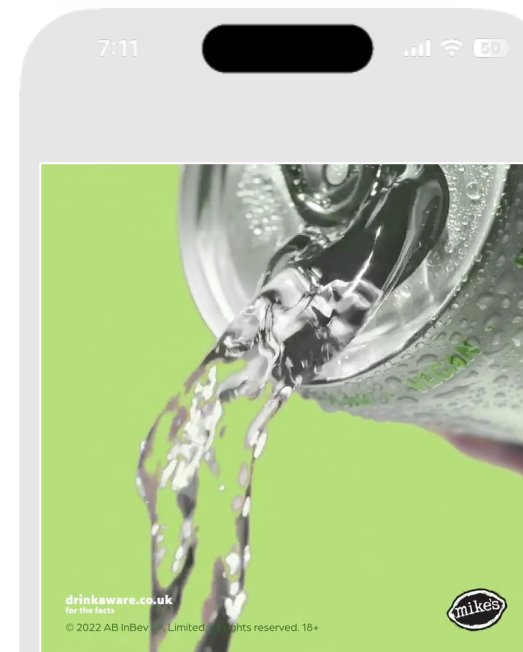
CAMPAIGN DETAILS

- + KPI: VTR, CTR
- + Timing: Summer 2022

CHANNELS



Before



After