

CASE STUDY

Creative Intelligence unlocks performance for Corona UK across Facebook and YouTube*

+ CHALLENGE

Corona's **Free Range Humans** campaign was an eight-part digital content series celebrating eight brave pioneers who left behind a conventional life indoors in pursuit of more fulfilling lives outside. Utilising content from this series within ads across **YouTube** and **Facebook**, Corona UK sought to drive increased awareness focusing on **View Through rates** as the core performance metric

+ SOLUTION

Corona leveraged [VidMob's Creative Analytics](#) to identify key creative drivers around what had increased or hindered past performance, develop creative hypotheses, and help draftLine produce optimized creatives based on the creative data.

*Based on:
FB: 117 videos and 491k impressions
Google Ads: 10 videos and 39.8k impressions

+ DATA-BACKED CREATIVE RECOMMENDATIONS

From Insight

Ads featuring group settings/activities drive higher performance



Recommendation

When presenting talent, lean into social elements to increase performance

When compared to ads with music only, voice overs (especially female) lead to increased VTRs

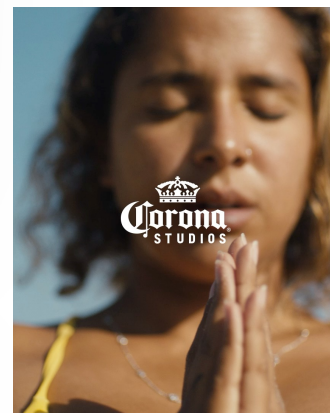


Lead with voiceovers from female pioneers that voice their stories

Scene pacing effected performance differently across FB and YouTube



Open with faster pacing on Facebook and slower pacing on YouTube.



+ OPTIMIZED CREATIVES OUTPERFORMED THE ORIGINAL CREATIVE BY DRIVING:

21% ▲ 

Higher 3 Second View Through on Facebook

141% ▲ 

Higher View Through Rate on YouTube