



**THE ALL-NEW RENAULT KADJAR  
AWARD WINNING MOBILE VIDEO CAMPAIGN**

Jack Edmonds, Head of Agency Sales

A close-up, over-the-shoulder view of a person driving a car. The driver's hands are on the steering wheel, and a metal watch is visible on their left wrist. The background shows a sunset or sunrise with warm orange and pink hues, and blurred city lights are visible through the windshield. The car's interior, including the dashboard and rearview mirror, is partially visible.

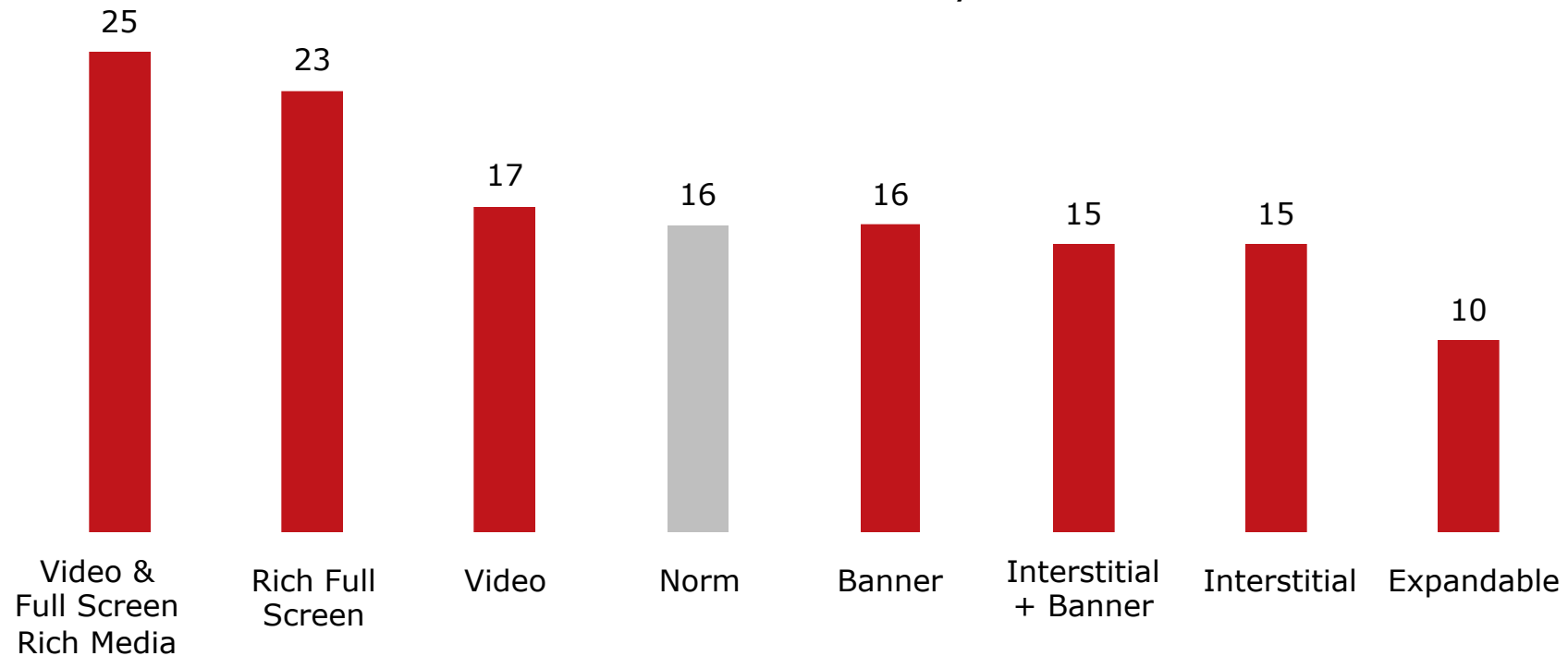
"I need ROI not eyeballs to show my ad is effective." – Conrad Bird CBE

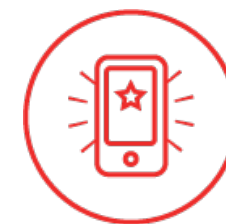
# PARTNERING WITH ONDEVICE RESEARCH

"If you could only choose one format? Video works best across all formats" -



Brand Awareness Norms By Format





## THE CAMPAIGN





Our Brains  
process video

60,000x Faster  
than text



VISUAL CORTEX

THE GAME PLAN



# TARGETING

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SEGMENT TARGETING FOR 'HERO DADS'



**WHATCAR?**

**VICE**

**RollingStone**

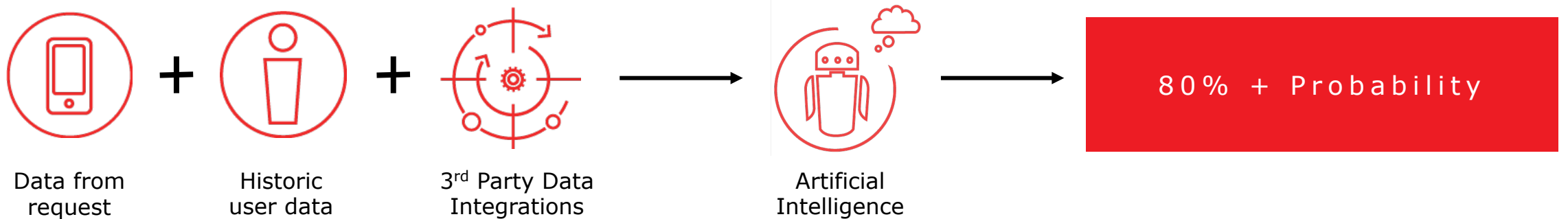
**NME**

**EMPIRE**

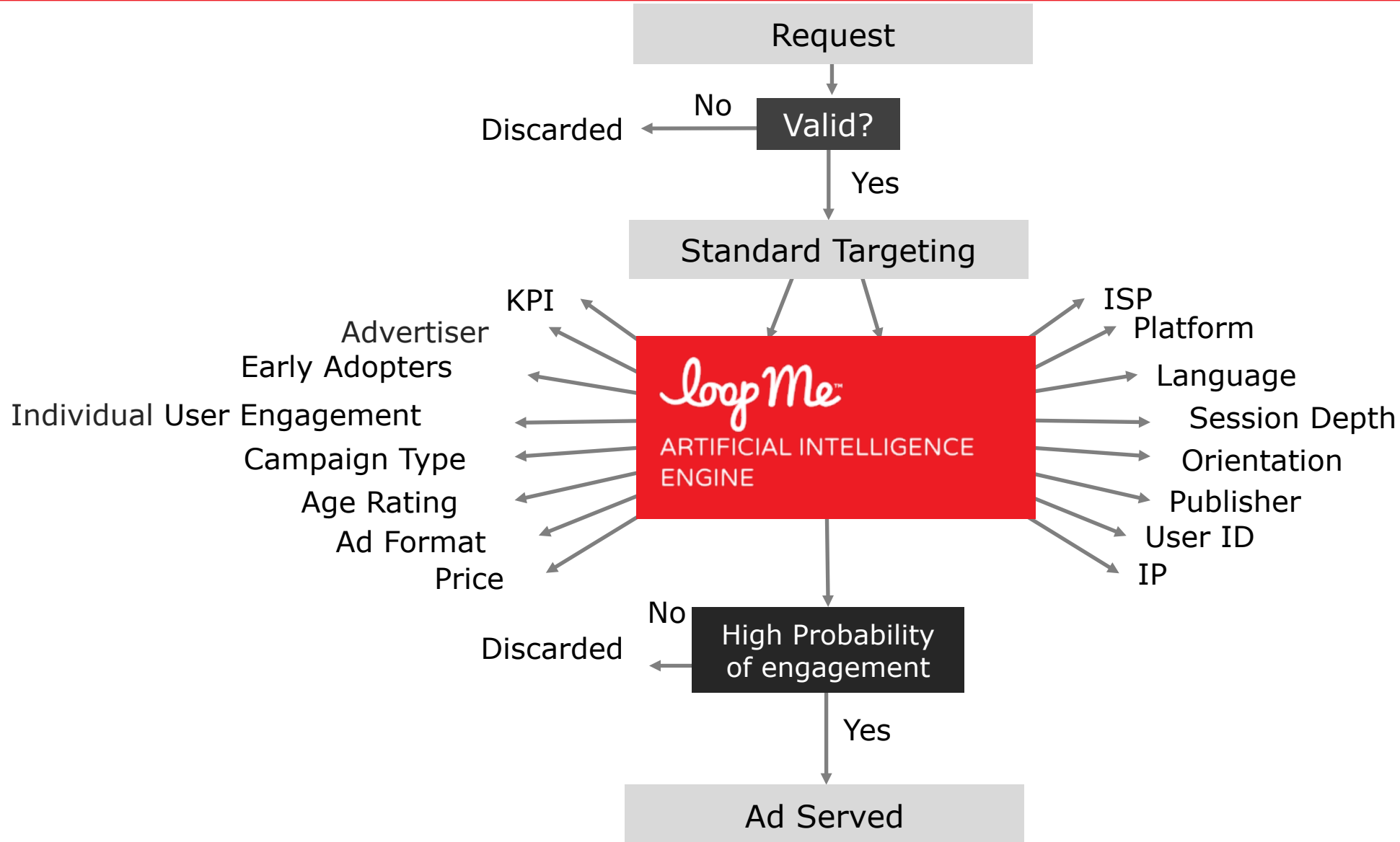
**ESPN**

# AI OPTIMIZATION

What is the probability of influencing towards desired outcome?

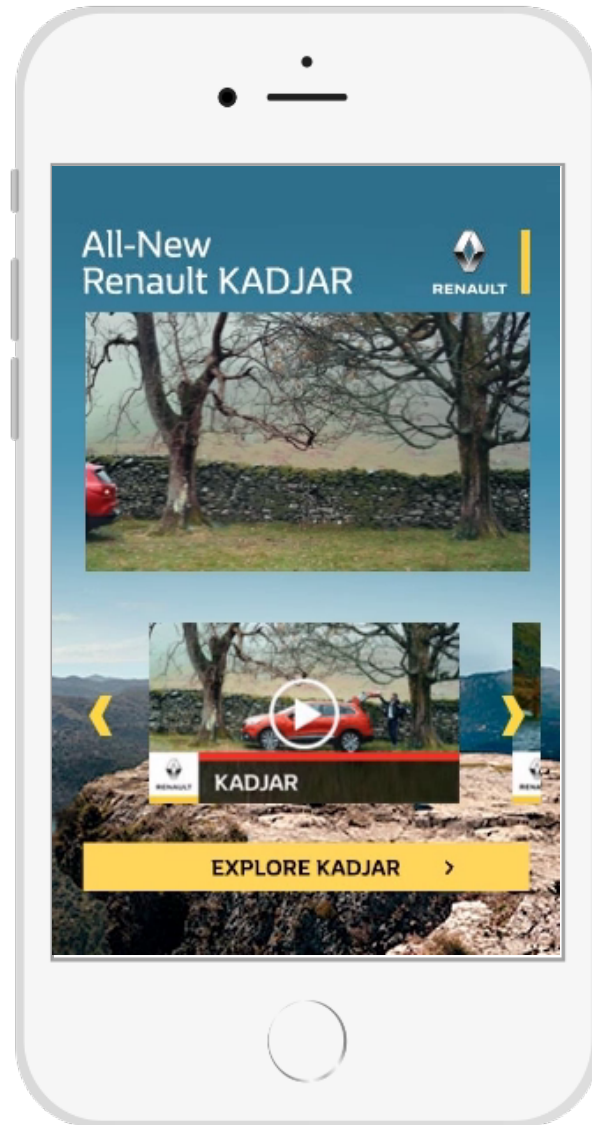


# ARTIFICIAL INTELLIGENCE



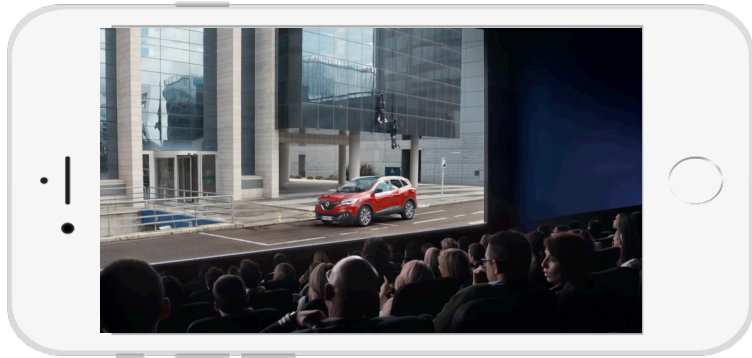


# BESPOKE CREATIVE

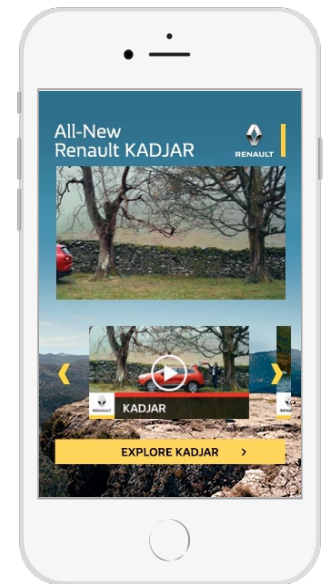
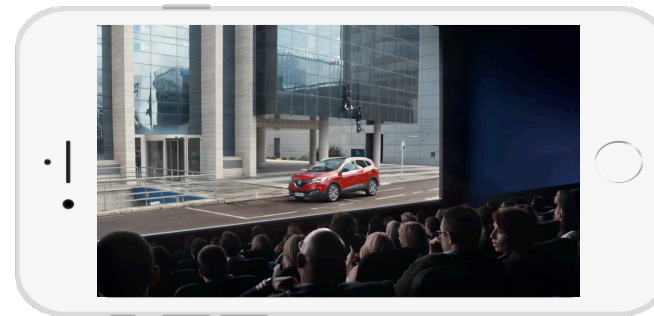
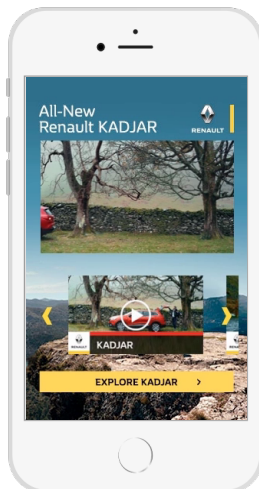


# SEQUENTIAL MESSAGING

Pre-roll Video



Rich Media Video Gallery





## THE RESULTS



300%  
uplift in  
MOBILE  
AD RECALL

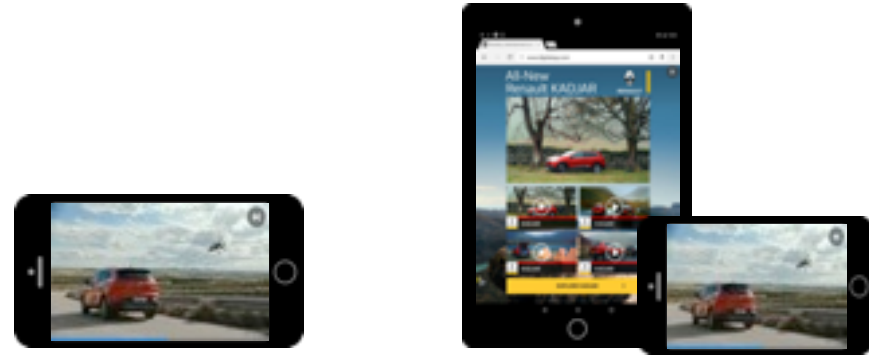
78%  
uplift in  
BRAND  
CONSIDERATION

76%  
uplift in  
PURCHASE  
INTENT

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BRAND METRICS UPLIFT DRIVEN BY AI

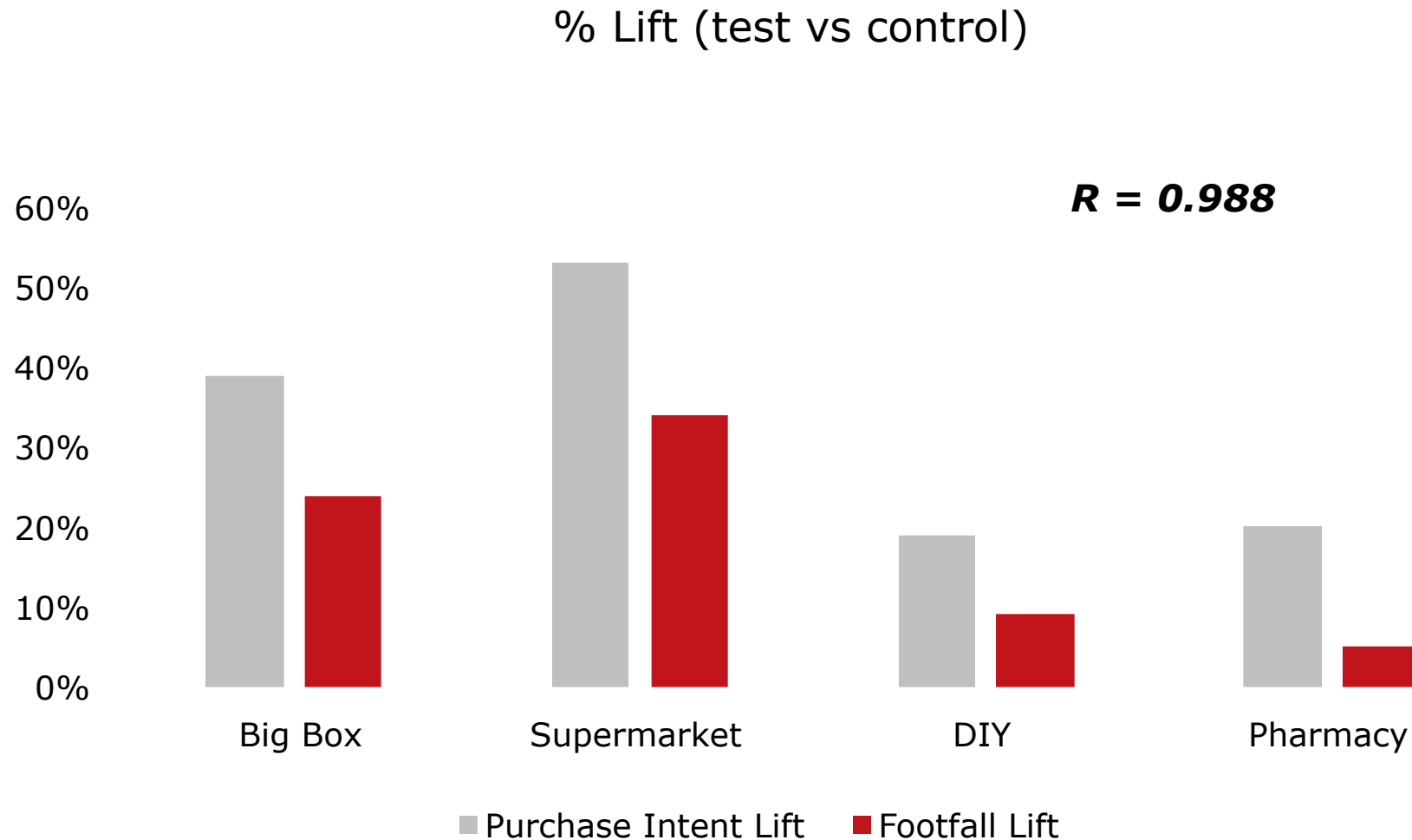
# COMBINING VIDEO WITH RICH MEDIA



	Pre-roll Video Only	Video & Rich Media
Spontaneous Awareness – 1 <sup>st</sup> mention	9%	20%
Spontaneous Awareness – Total	35%	41%
Mobile Ad Recall	45%	51%
Brand Consideration (Top 3)	65%	68%
Purchase Intention (Top 2)	33%	40%
Any Positive Emotion	59%	61%
Any Action	33%	45%



2% RISE IN PURCHASE INTENT = 1% RISE IN FOOT TRAFFIC



# TAKEAWAYS

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1. Utilize Sequential Messaging To Improve ROI

2. Combining Video & Display Strategy

3. Using Brand Metrics To Move Beyond The Click / View

# CAMPAIGN AWARD WINS



EFFECTIVE MOBILE MARKETING AWARDS  
MOST EFFECTIVE USE OF VIDEO



MMA SMARTIES AWARDS  
BRAND AWARENESS