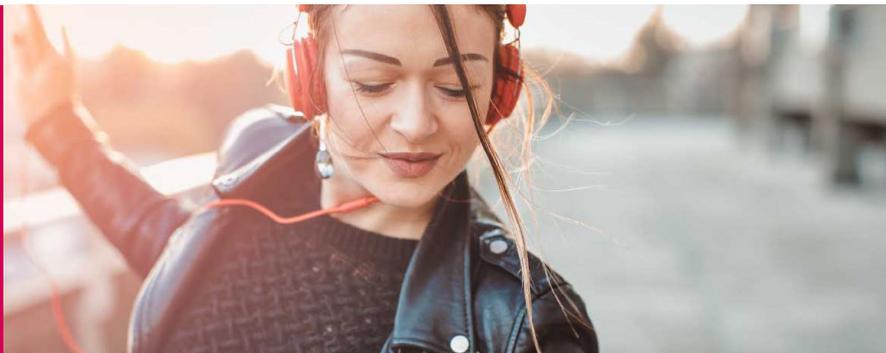


# A leading CPG brand drives strong awareness and engagement for new product launch with high-performing VDX ad units



## Objective

A multi-brand CPG company, active in more than 80 countries, launched two new feminine hygiene products. Their goal with this campaign was to make a splash across multiple geos and drive awareness and education around their new products.

## Solution

The CPG brand partnered with VDX.tv to create an omnichannel video experience that would connect with core audiences.

The campaign, which ran in multiple geographies, featured a full suite of highly engaging VDX units, created in both English and the local language, across desktop, mobile and instream.

The VDX units featured impactful video which captured consumer attention, while the branded canvas enabled placement of customized messaging, which invited users to participate in the campaign conversation. An additional tab within the unit was used to educate the consumer about the new products and their benefits, while a "Buy Now" call-to-action was included to drive purchases.

A CPV (Cost per View) pricing model guaranteed viewability, ensuring the brand message was in view long enough to make an impact. VDX.tv also utilized proprietary interest-based data to execute various targeting tactics and reach relevant audiences. For example:

### Behavioral Audience Targeting



Health



Parenting



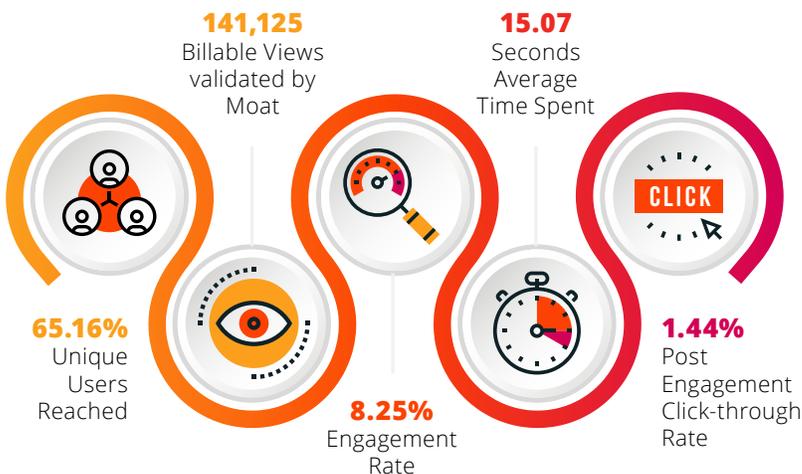
Decor & Design



News & Current Affairs

## Results

The campaign outperformed benchmarks and achieved strong results with VDX.tv's full video solution.



### Contextual Targeting



Exercise & Fitness Lovers



Health & Beauty Info Seekers



Apparel & Accessories



Cooking Enthusiasts & Recipe Seekers

For more information, please contact us at [sales@vdx.tv](mailto:sales@vdx.tv)

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