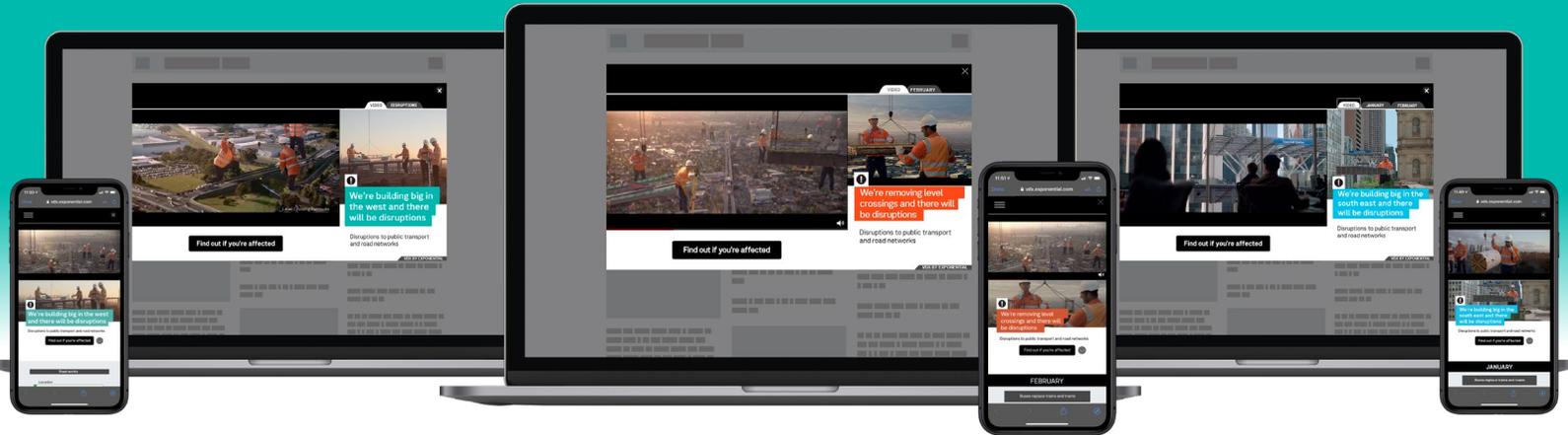


A Government Transport Organisation utilised VDX tailormade video-driven experiences to showcase dynamic, local messaging



Objective

A government organisation's transport program aimed to drive awareness and educate citizens about the road and rail disruptions anticipated over the summer months. In addition to launching linear TV advertisements to promote the program, they also leveraged VDX.tv to further amplify video messaging and educate consumers through a full video solution, across desktop, mobile and instream.



Solution

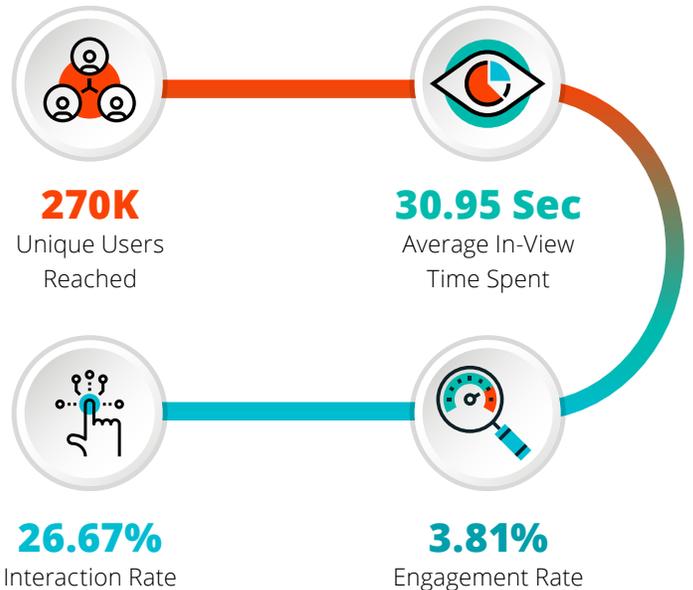
The VDX (video-driven experiences) unit was customised in-house to cater to three specific regions. The campaign video was at the forefront of the execution, enticing users to engage with the unit and learn more about upcoming construction in their area. Based on the user's location, a dynamic geo-specific message was displayed, notifying the viewer to expect disruptions in their area. A call to action - "Find out if you're affected" - enabled users to see specific, local road closures and public transport information.

The ad units were priced on a cost per view (CPV) model, as viewability was a critical factor for this campaign to be successful. Through an integration with Moat, VDX.tv was able to deliver viewability thresholds 5x-10x higher than MRC standards while ensuring a fraud-free campaign.

In order to achieve maximum reach across the specified regions, while avoiding campaign oversaturation for viewers, VDX.tv employed its reach maximisation technology paired with postcode targeting. This ensured minimal frequency, with an ad being served to every qualified person in each region before additional ads were served.

Results

The combination of video and geo-specific educational content resulted in a highly successful campaign.



For more information, please contact us at sales@vdx.tv

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