

# Creative Case Study Quant Plus

2022

Quant<sup>+</sup>



# GRG Role – Digital Asset Management

## Project Management

Help manage and liaise between various stakeholders of Brand, Creative Agency, Web/UX Developer and Translation services to deliver complete sets of digital assets in various global regions.

## Insights

Gather valuable insights from QuantPlus and paid media executions that will form recommendations for future creative and landing page improvements

## Quality Check

Execute hygiene checks of creative and landing page to ensure max performance within the digital space

## Costing

Negotiate costings with various Creative Agencies and Web Developers/UX vendors to achieve maximum cost efficiencies



# A/B Testing



GRG creating 2 campaigns – Control (University) Vs. Challenger's (Quant Plus) creative

01

Country of test: **India** (Market insight report [here](#))

02

Objective: Conversion of lead enquiry

03

Identical targeting of demo, geo applied across both ad sets

04

Activated daily over a 7-day period

05

Identical budget allocation

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GRG

Uni Creatives



**TOP 2%  
WORLDWIDE**



**MULTI-YEAR  
SCHOLARSHIPS**



**★★★★★  
5 STARS FOR  
EMPLOYABILITY**



**★★★★★  
5 STARS FOR  
INCLUSIVENESS**

Quant+ Creatives



**CAREERS  
THAT SET  
YOU APART**



**YOUR  
SUCCESS  
IS OUR  
SUCCESS**



**SECURE  
YOUR  
FUTURE IN  
AUSTRALIA**



**GLOBALLY  
RECOGNISED  
CAREERS**

# Quant Plus Data



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Quant Plus data showed that career, future and recognition are high performing themes in India



Quant Plus data recognised the importance of dark cyan or green within the colour palette. The colour splashes are then added to the red base brand colour



Dominant classroom situation/campus with tech equipment as background. Humans are registered as a prominent feature and text as secondary element



2 people ratio as opposed to solo or group setting and consisting of male and female images



# Insights

- Quant+ creatives achieved a **7% Conversion rate** across their creatives while the university's creative recorded a **2% conversion rate**.
- The data from Quant+ determined **Careers** and **Recognition** are themes that resonates within the Indian market. **Click Through Rates** and **Conversion Rates** further confirms the Quant+ data.
- The university's creatives are essentially displaying similar themes picked up by QuantPlus reports, however QuantPlus **enhance and uplift** the creatives by pinpointing **exact words, tag lines and elements highly sought after** within the market and in turn increasing click throughs and conversion rates.



Uni Creative

Employability



QuantPlus Creative

Globally Recognised Careers



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# Thank You



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