



Jägermeister increases audience attention thanks to interactive video ad formats

vdx.tv

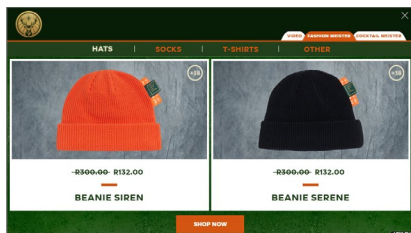
Overview

Jägermeister is a German alcohol brand known globally for its unique flavour profile. The brand was looking for a new way to showcase the latest “Be the Meister” TV commercial and also drive consumers to their website to view their Jägermeister cocktails and Jägermeister online apparel sales. Jägermeister and their media agency, Intimedia, partnered with VDX.tv because of its unique ability to engage with Jägermeister’s audience through customized and interactive video experiences.

Reaching the Meister Community

The campaign ‘Be the Meister’ launched by Jägermeister was created to reach a community of brand enthusiasts, defined through profiles such as Passion, Authenticity, Krafter, Shot Takers that Meisters either aspire to be or identify themselves as.

In order to reach and expand the Meister community, a video-driven campaign was delivered across desktop, mobile, and instream. The use of the VDX multi tab unit provided additional opportunities for consumers to interact and deepen their relationship with the brand. The first tab, “Fashion Meister,” featured an interactive product gallery split by apparel category. Users could navigate the different merchandise options and a CTA brought them directly to the Meister Market e-commerce platform. In the second tab, “Cocktail Meister,” “hot spots” were placed that, once clicked, triggered specific tips for creating the perfect cocktail. Additionally, a CTA invited users to click and go to the website to discover more.



“Fashion Meister” Product Gallery Tab

Interactive product gallery organized by apparel category



“Cocktail Meister” Hot Spot tab

Specific tips about how to create the perfect cocktail

“As a consultancy we believe digital platforms are being underutilized by brands to drive brand growth and brand awareness. We understand the benefits of driving performance but platforms like VDX with their unique creative ad units delivered on custom and more stringent viewability thresholds verified by MOAT allow us to deliver on reach, views, engagement and MOST importantly ATTENTION! Thanks to the VDX team, helping us deliver results for our Client Jägermeister.”

OWEN WILLIAMS, DIRECTOR, INTIMEDIA

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

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Results

VDX.tv partnered with Moat Analytics to define a custom viewability metric at a higher threshold than industry standards, ensuring superior viewability across mobile, desktop and instream. The VDX interactive and engaging video units were successful in grabbing the user’s attention and achieving high average time spent.

Average Time Spent

15.13 seconds

70% higher than internal benchmarks

CTR

1.71%

2.5X higher than benchmark