



Plan International Canada campaign for Gifts of Hope initiative drives over 3x ROAS with video-driven experiences



Campaign Goal

Plan International Canada, a member of a global organization dedicated to advancing children's rights and equality for girls, sought to raise awareness for their Gifts of Hope initiative and drive gift purchases (donations that would bring tangible goods and vital services to children and families abroad that need them most) during one of their largest revenue-driving campaigns of the year.

Solution

Plan International Canada and agency The Aber Group partnered with VDX.tv to test out the efficacy of video advertising to help drive donations for their annual Gifts of Hope campaign. Opt-in VDX ad formats were used to offer users a non-intrusive experience. Furthermore, a CPV (Cost per View) pricing model optimized towards and guaranteed 100% viewability, ensuring that the brand message was seen.

Creative

In order to showcase Plan International Canada's colourful, quirky, educational video (produced by doug&partners) promoting the unique Gifts of Hope initiative, a tailor-made VDX ad unit was built to amplify the video message across both desktop and mobile devices. Unlike traditional digital video executions, VDX seamlessly incorporated a strong and appealing "Shop Now" CTA directly into the video unit's branded canvas to swiftly drive users to make a donation.

Targeting

In order to reach new audiences and those users most likely to donate, the campaign employed proprietary interest-based audience targeting and custom channel targeting. Retargeting was used to activate the highest value supporters, when and where it mattered most.

Channel Targeting: Society & Culture, Home & Family, News & Media, Lifestyle Channels

Topic & Behavioural Targeting: Frequent Charity Donors, Charity & Non-profits, High Net worth Individuals, Politics & Society



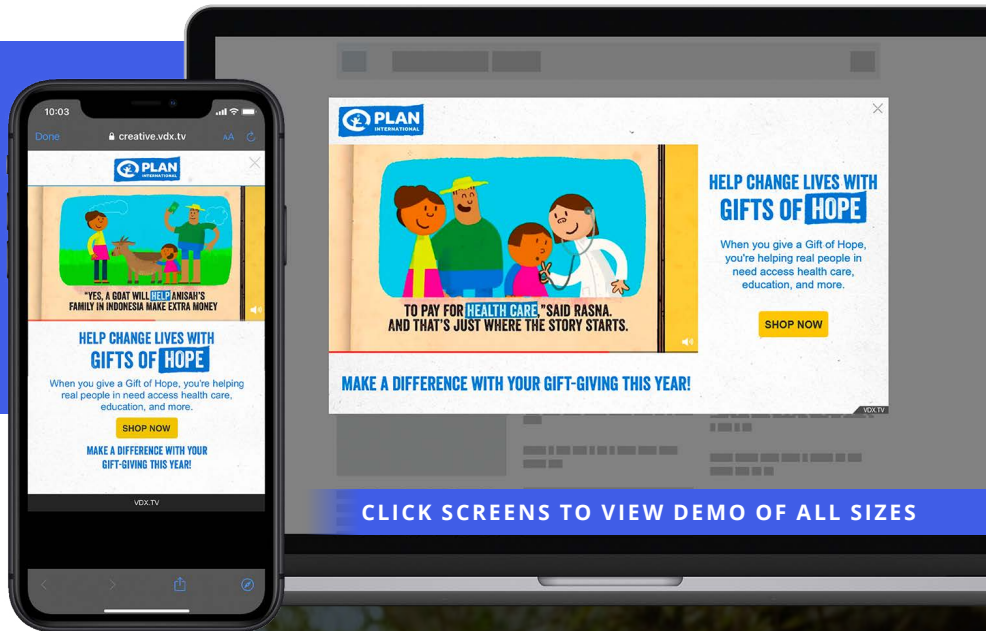
Gifting



Home Entertainment



Politics



CLICK SCREENS TO VIEW DEMO OF ALL SIZES

Results

Compared alongside other awareness partners, the VDX.tv campaign achieved not only the upper funnel benchmarks, but also drove lower funnel acquisitions more efficiently than the majority of partners selected for performance, proving the ability of VDX to be effective as a full-funnel solution.

3X

Achievement of awareness goals

3.1X

ROAS

The Gifts of Hope initiative ultimately drove:

41%

Increase in total donations YoY from 2019

53%

Increase in revenue YoY from 2019

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

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