

Case Study: Global CPG brand cuts creative production costs in half using Social Display with Nova



1. Objective

A global CPG brand was looking for production cost savings given the need to produce creative for multiple products, in multiple languages, for use in multiple markets across multiple digital activation channels.

2. Solution

The brand used Social Display with Nova to repurpose 4 video creatives produced originally for Facebook to run on the open web instead of standard display creatives.

3. Results

The brand reduced creative production costs by 47% by repurposing existing creative versus having to invest in standard display production. There were additional time saving benefits that the brand and agency realized using Social Display with Nova.

47%
Decrease in
creative
production costs

Why Social Display



Results that matter

Works up and down the funnel



Frictionless creative

Cost efficient high-impact creative



Channel diversification

Complement to social platforms