

Puma Mobile Video Ad Case study



Background

In January 2008, Puma launched a mobile video ad campaign around the product launch of the new football boot, the Puma V1.08. Puma partnered with Rhythm NewMedia to deliver highly targeted video ads only to potential consumers aged 16-24 and male. Mobile advertising formed part of their widespread marketing campaign designed to increase brand awareness of the new boot. Rhythm provided precise targeting and concrete tracking and measuring unavailable to other mediums outside of mobile. The campaign used video ads on 3-UK and T-Mobile UK to reach the desired consumers. On the 3 UK Free Stuff video content of the Planet 3 portal, potential Puma consumers were able to enjoy quality content such as news, sports, entertainment and movies after watching a short ad. Similarly, on the T-Mobile web'n'walk application and t-zones application, potential Puma consumers had access to premium content from top content providers like ITN, Aardman, Fremantle, Hat Trick and Sony. These video ads were placed with Rhythm's ad network using the media planning agency ZenithOptimedia and its non-traditional specialist media arm Newcast.

Quote

- “Using Rhythm was a great choice because they not only gave us a fresh medium in which to use our existing TV ads, but also were able to provide precise targeting, exact reach and success metrics for our campaign” said Hamid Habib, Newcast

Objectives

- Target only males 16-24, who are hard to reach exclusively
- Increase awareness for the new Puma V1.08 football boot
- Position the boot as the one that gets you to ball faster
- Strengthen consumer ties to the Puma brand

Solution

- Use mobile video ads to connect with consumers visually to grow their connection with Puma
- Use Rhythm's demographic information to add a targeted element to a broader campaign
- Frequency manage ads to target audience
- Provide consumers with the ability to watch a vast array of quality content ranging from, News, Sport, Entertainment and Movies on 3 UK due to ad funding

Results

- Delivered video ad impressions as planned to only 16-24 males

The following brand awareness metrics were measured using Rhythm's unique in-line brand awareness research solution

- 39% spontaneous awareness recall
- 71% prompted awareness recall
- 38% correctly identified the Puma message that the V1.08 football boot gets you to the ball faster
- 45% recognised that Puma released a new football boot
- 45% felt more positive about Puma after seeing the ad