

Outbrain put the FOCUS on Nestle's biscuits brand



Background & Objectives

With several major holidays during the holidays season in Israel, food is an essential part of the celebration. Nestle chose to highlight Petit Buerre, a classic traditional biscuit, to be the holiday's shining star. Nestle's challenge was to create a captivating video as well as select a platform which fostered high completion rates with longer form videos.

Solution

Nestle created a 49 second video, filled with mouth watering food shots, which was distributed by GO Moblin using FOCUS, Outbrain's unique video product. The decision to utilize FOCUS enabled Nestle:

- Target based on authentic interests (e.g., baking, nostalgic flavors, etc.)
- Find an engaged audience that actively chooses to watch the video vs. just being exposed to it (Click to watch rather than Click to Skip)
- Capture viewers' attention at the precise "moment of discovery"
- Optimize the campaign based on CPC model

Results

The video had strong viewership with FOCUS, and the comparable results were unprecedented. Average viewing duration was 35 seconds and 64% of the viewers watched 75% of the video.



% viewers who complete 100% of the video



Half of viewers completed the video through Outbrain. Completion rates were significantly higher for Outbrain than other platforms. When viewers choose to watch a video and aren't just 'exposed' to it, completion rates can be more than 2X higher.

"In order to diversify our touch points with consumers, we utilized Outbrain's new tool (FOCUS) as a part of our campaign. The utilization of this tool accomplished significantly higher completion vs. the benchmarks."

Yair Rastecher, Digital Marketing Manager, Nestle

FOCUS by Outbrain: Click-to-Watch video experience that enables true storytelling through long-form video content