

OUTBRAIN TRUE ENGAGEMENT:

Peugeot Uses Outbrain's New Non-intrusive Video Format to Increase Brand Message Recall

Objective:

- Brand Recall
- Brand Recommendation

Products:

- Amplify Outbrain
- Click-to-Watch Video

Overview

Peugeot, with its agency Mediacom, sought to effectively communicate to consumers its full line of SUVs. They chose to test new non-intrusive ad formats that respect the end user's online experience.

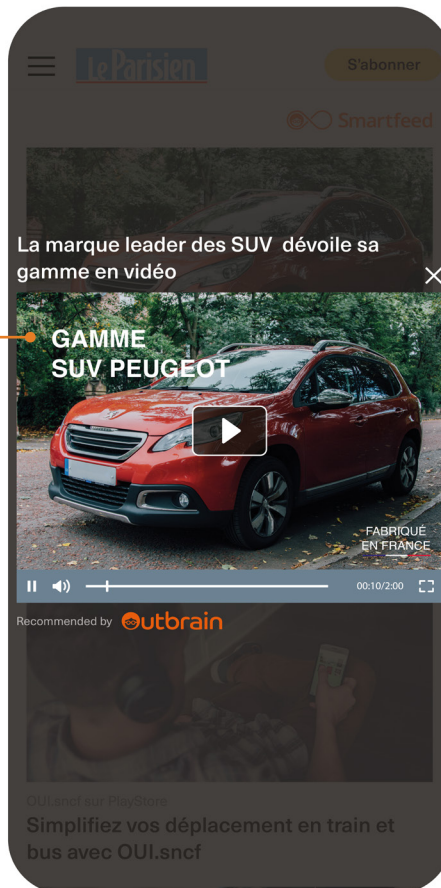
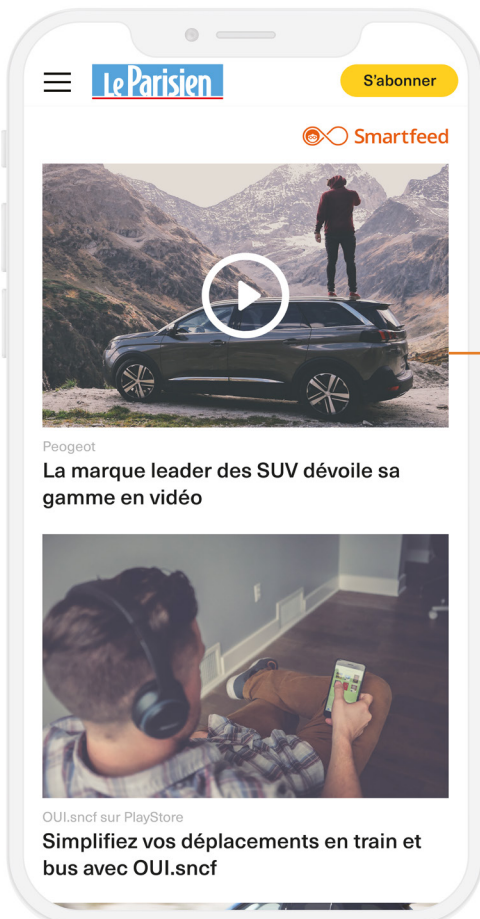
The car brand chose to test Outbrain's new Click-to-Watch video experience, a 100% opt-in solution where the video only plays if the consumer clicks on the video. Furthermore, Outbrain's video solution offers optimal viewing conditions by going into full-screen mode with sound on.

Brand Lift Study

Beyond completion rates, Peugeot and Mediacom wanted to evaluate the impact of this video format on brand awareness. A True Engagement Brand Study was implemented, in partnership with Nielsen, to measure the impact of consumer behaviour and perception when exposed to the promoted content on Outbrain's Discovery Platform.

The study was conducted with two audiences: an exposed group (having viewed the video) and a control group (not exposed to the video). Both audiences were targeted via Outbrain recommendations with a quiz.

Results



+33%
Brand Message Recall

Which brand do you associate with the message "the SUV made for you?"

+20%
Brand Recommendation

Would you recommend Peugeot SUVs?

+24%
SUV Features Recall

Association of Peugeot SUVs to a list of beneficial products and features

Experience

"We are very pleased to see these very good results. This video, which has also benefited from a consistent TV plan, proves that when we favour a quality user experience, the impact on our brand is very good. Peugeot has always been very concerned about respecting internet users, these results confirm our desire to strengthen our efforts in this direction. We are already thinking about launching new tests with creative assets that are even more suited to this engaging format."

Ophély Chayoux, Digital Media Buyer, Peugeot France

Results

The study conducted by Nielsen clearly showed better results for the group exposed to the video. The opt-in Click-to-Watch experience delivered better engagement and resulted in higher rates of spontaneous recommendation of the brand (+20%) as well as an increase in the recall of the SUV line's benefits (+24%). In addition, the video campaign's core messaging recall increased (+33%) and performed best with male audiences, Peugeot's target audience.

True Engagement

A True Engagement Brand Lift Study measures the direct impact that content has on awareness and perceptions around brands and products. The study measures key metrics including Brand Awareness, Favourability, and Recall. 1,818 internet users were surveyed between January 2019 and February 2019.

