

AVON

Avon Boosts Video Completion Rates with Native Programmatic

Products

Outstream Video via Display & Video 360

Vertical

Beauty & Cosmetics

Objective

Awareness

Context

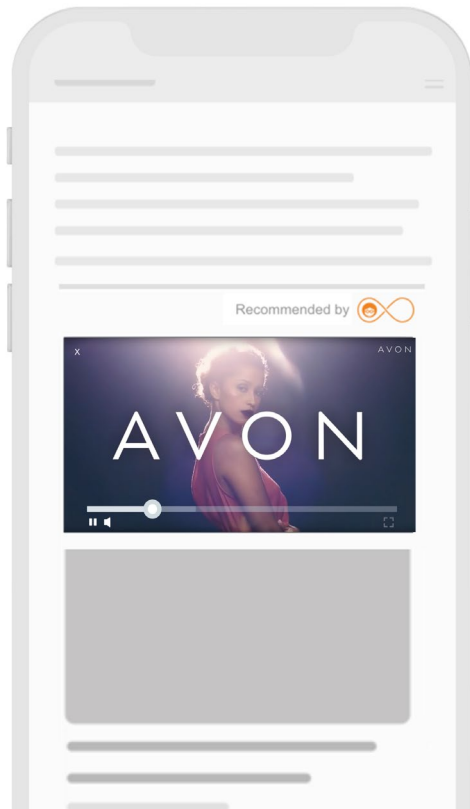
One of the main beauty and cosmetic companies within the Brazilian market, Avon has been in Brazil since 1958 and the country has become the company's top market. With an extensive portfolio of products in categories from makeup to perfume to personal care items, the brand strives to go beyond just aesthetic beauty.

To highlight this mission, in partnership with media agency, i-Cherry, the brand produced a video on women's empowerment called *Believe in Women's Power*. The video aimed to reinforce Avon's support for women's causes including combating domestic violence, breast cancer, stereotypes, and gender inequalities.

Solution

In order to generate awareness among a qualified audience, Avon ran its video campaign on Outbrain via Outstream, a scroll-to-watch video format that is non-intrusive, eye-catching, and seamlessly integrates into Outbrain's discovery feed. The video starts playing with sound-off when a user scrolls and the video is in-view.

Since Outbrain inventory is fully available on Display & Video 360, Avon was able to drive the campaign via their DSP directly, combining the benefits of programmatic with Outbrain's scale.



[Watch the video](#)



Results

63% Completion Rate

of the video (vs. 41% in other native channels)

70%

of users viewed more than 75% (+22 secs) of the video (30sec video)

"It was essential to work with a premium partner, who had quality inventory, in order to optimise the campaign to achieve our KPIs."

– Rafael Viberti, Media Supervisor at i-Cherry