



Summary

Visa wanted to encourage people globally to think about the positive impact their shopping can have on their communities when consciously choosing to buy from local shops and independent micro-merchants. For its campaign in Italy, Visa needed a strong mobile branding partner.

By partnering with Ogury, Visa and its media agency Starcom were able to identify and reach its ideal audiences in Italy. Ogury's proprietary format Brand Exclusive Ad Chooser created a positive brand experience, and enabled campaign performance to be measured accurately and precisely.

Facts

90% Full-creative V2CR

95.6% VCR

94% Viewability

Challenge

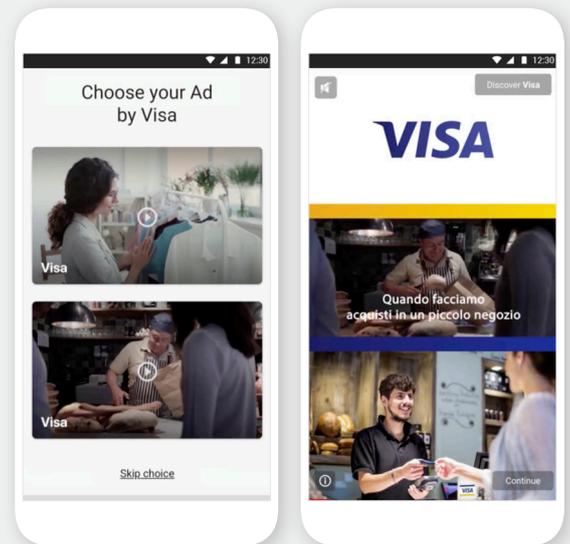
Visa believes that small independent businesses are at the heart of every community. To support local businesses, their digitalization, and to raise consumer awareness, Visa launched the “Where You Shop Matters” global campaign.

Visa created two video messages to engage two different types of audience in the Italian market. The company then needed a mobile ad technology partner to deliver this awareness campaign in a brand and data safe environment.

Solution

Ogury Advertising Engine delivers fully visible, impactful ads using future-proof targeting that is underpinned by absolute brand and consumer protection. Ogury Brand Exclusive Ad Chooser was selected for Visa’s campaign. It’s a proprietary full-screen ad delivery format that invites the user to choose which video ad they want to watch. Using this format, Ogury was able to maximize brand awareness and create a positive brand experience.

Ogury’s Creative Choice Report provided a full analysis of the campaign, revealing which ad users selected most frequently and viewed for the longest time. It also reveals which ad had the highest recall lift, showing memorability and brand impact.



Results

Ogury enabled Visa to achieve 90% Full-creative V2CR*, surpassing the benchmark of 67%. It scored 95.6% in VCR (16.3% more than the CPV campaign benchmark) and 94% in viewability.

*Full-creative Visible Video Completion Rate = Video Completion Rate x Fully On-screen Rate

“ We collaborate with a network of local and international partners capable of guaranteeing high compliance to our guidelines and KPIs, while delivering against our business goals. As privacy and security are part of our DNA, we were delighted to join forces with Ogury, a tech partner able to combine safety and precise targeting with fully visible and engaging creatives to support us in reaching the right audience. ”

Matteo Brignoli

Senior Manager, Digital Marketing & Social Media, Visa