

# Search and Video Integration Drive Brand Awareness

## CASE STUDY: CPG

To carve out additional market share from the ultra-competitive children's diaper market, a Fortune 500 consumer packaged goods company turned to video. To create awareness, the company produced a unique and interactive video teaching children cool and crazy ways to inform adults of their need to use the restroom. The amusing nature of the campaign meant it had the likelihood of going viral. And it did.

The company – a client of IMPAQT's – realized that if Search Marketing was appropriately integrated into this clever video campaign, the company could also leverage consumers who were searching online for both the campaign and the product.

### QUESTION:

How could IMPAQT use the power of Search Marketing to better leverage this video campaign and use Paid Search in a way that would synergize the video awareness-building initiatives with Search's direct response capabilities?

### REVELATION:

Due to the specificity of this promotion, it was anticipated that consumers would Search online for information about the video once it was seen. By incorporating Search, a direct response mechanism would be available to consumers when they wanted to learn more about the product or video. Because of this, we could monitor the effectiveness of the television advertisement based on trends from the pay-per-click ads being served in the Search engine results page.

The campaign itself helped IMPAQT create smarter marketing, too. For example, an advance screening of the video and campaign materials provided IMPAQT with intelligence that aided messaging in ad copy and Search strategy. This unified messaging throughout the campaign created a stronger overall marketing initiative and helped all marketing tactics work more efficiently together.

IMPAQT had the opportunity to generate keyword lists that outperformed similar semibranded campaigns and larger, more popular branded campaigns. Also, since the video featured a celebrity which would attract some traffic not relevant to the marketing of this product, IMPAQT's Search specialists filtered out keyword lists with a broad negative keyword strategy.

### The IMPAQT:

The click through rate (CTR) and cost per click (CPC) of the Search portion of this marketing campaign performed significantly better than that of the branded and other semi-branded campaigns for this product and client. Also, by intelligently integrating Search into the overall marketing mix, a standalone Paid Search campaign now had the opportunity to grow stronger by promoting other elements within the marketer's media mix. IMPAQT had the opportunity to generate keyword lists that outperformed similar semi-branded campaigns and larger, more popular branded campaigns.