

MSN case study:

Bookseller Whitcoulls ropes in MSN Homepage to drive foot traffic

Showing up is one thing, but quality interaction can really pull a crowd.

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| BRIEF: | Increase retail foot traffic and sales |
| CLIENT: | Whitcoulls |
| TARGET AUDIENCE: | 25-to-54 year old females |
| PLATFORMS: | MSN.co.nz |
| AGENCY: | DraftFCB |

Campaign overview

One of the challenges facing all media is better understanding audience engagement. Though impressions remain an essential unit of measure for sellers and buyers of digital inventory, it is audience interaction that provides a better time-based measure of brand and message exposure.

Acknowledging this challenge and looking to maximise retail foot traffic to a weekend sale, Whitcoulls applied fresh creativity to a single destination promotional unit. The campaign, which used Whitcoulls' principal marketing icon, the apostrophe, launched a game that delivered 120,000 interactions averaging 90 seconds each.

More than simply showing up, the advertising unit pulled them in and kept them there.

MSN solution

MSN.co.nz Homepage Takeover unit and a supporting 300x250 rectangle.

Execution

Whitcoulls was aiming to make a big bang, using a single destination promotional unit to reach the largest possible audience and capture sustained attention. With digital success factors leaning towards engagement and interaction, agency DraftFCB used the Whitcoulls apostrophe to create a game of catch the butterfly (pairs of apostrophes animated as butterflies) within an MSN homepage take-over format. The concept, which married to Whitcoulls TVC creative, animated visual elements of above-the-line promotion and carried a "50% off" message delivered by a Homepage Takeover unit and supporting 300x250 rectangle. The game of "catch" snared interaction and provided a time-based measure of brand and message exposure.

Results

The campaign generated 435,100 impressions and a click-through rate of 0.34% - exceeding industry standard CTR performance. At 90 seconds, average brand exposure was spectacular - a function of more people playing the game than not (over a third of viewers played the game at least once, with many taking multiple turns). Collectively there were 120,000 interactions, delivering highly cost efficient exposure. Landing page users clicked through to a store locator, supporting in-store customer traffic.

Lessons

A national campaign requires an online partner offering true national reach. MSN New Zealand, with two million-plus people using its network each month, offers audience critical mass required by big campaigns.

A simple game of skill resonated with MSN's younger audience, who, more than traditional news site visitors, are tuned to entertainment messages.

Online advertising architecture and serving has come of age and avails new opportunities to advertisers who want to move beyond just display.


