GREENPEACE

# VDX.tv's bespoke creative solution delivers high engagement and exceeds CPA goals for Greenpeace's 'Turtle Journey' campaign

## The Challenge:

Greenpeace's goal was to strike a chord with the British public on the importance of protecting our oceans and its wildlife, with a specific focus on how plastic pollution, exploration and oil spills have an ever increasing threat to life of turtle species around the world.

Having created a short film with the BAFTA award-winning Aardman Animation, Greenpeace created a 30 second teaser video with the intention to drive traffic to their site to watch the film in full and encourage the public to sign a petition for the protection of oceans and wildlife; The Global Ocean Treaty.

Opticomm (Greenpeace's AOR) collaborated with VDX.tv to create an engaging and interactive ad unit that would drive their target audience to the Greenpeace homepage to watch the film in full. The creative unit was bespoke to Greenpeace's specification and turned around in a matter of days to coincide with the launch of an over arching campaign for the brand.

CLICK SCREENS TO VIEW DEMO

"Having previously worked with VDX.tv, we were confident they'd provide a fantastic creative solution for the client, on what was a key launch for the brand. This, coupled with their targeting meant we achieved higher than expected results."

Ross Wallace, Group Head at Opticomm media

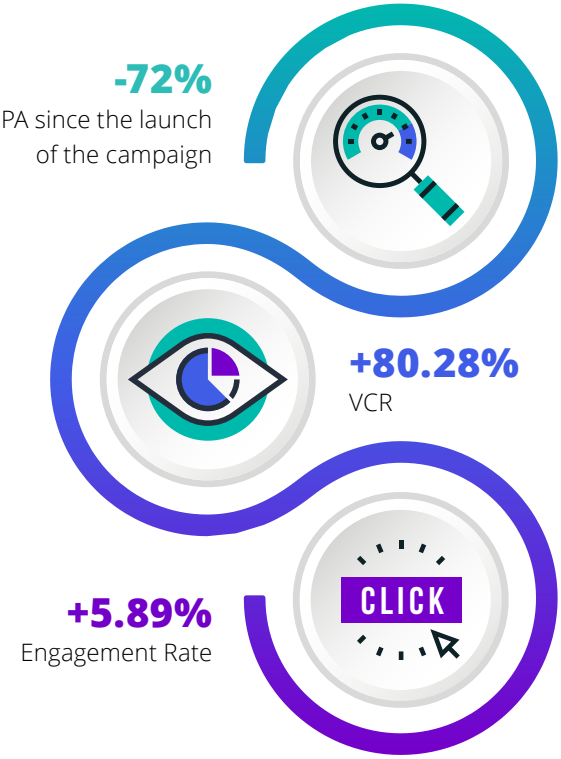
## How it worked:

In addition to the ad unit, VDX.tv also used its proprietary interest-based targeting to drive awareness and engagement for Greenpeace, while also optimising towards the most engaged users to help drive traffic and ultimately sign ups. VDX.tv also employed its viewability metric, which is independently verified by MOAT, to offer assurance to the client that their investment was guaranteed to be seen.

## Results:

Within the first 7 days, the VDX.tv ad unit had not only engaged the Greenpeace audience, but was proving to be the main driver for petition sign ups. As a result, Opticomm recommended the client make a further investment in the campaign, along with additional KPI's, which VDX.tv successfully delivered.

**11,108** Clicks to website **3,466** Petition sign ups

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