

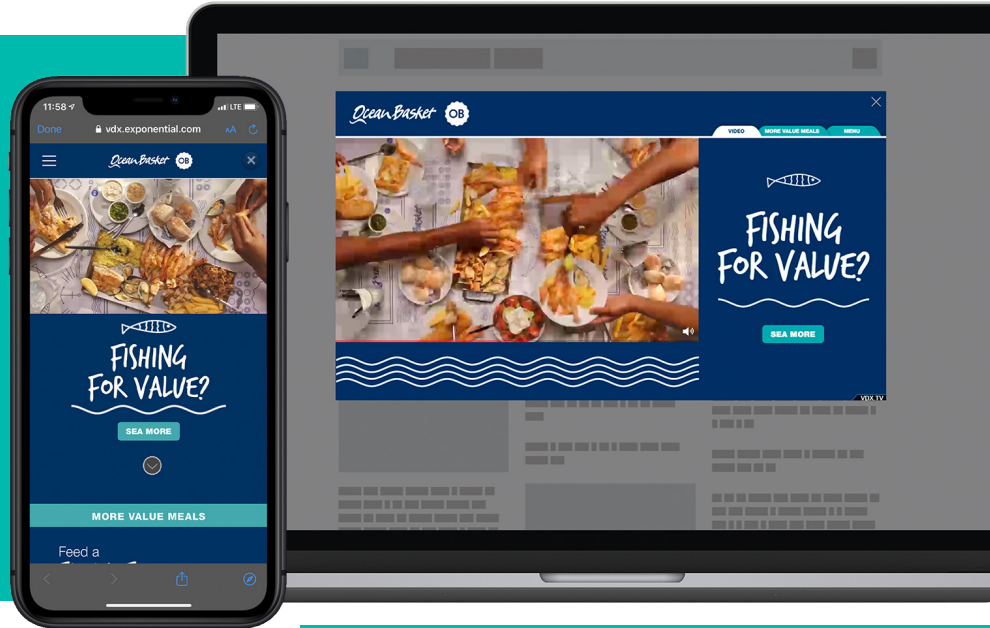


VDX.tv drives strong brand awareness and dine-in consideration for Ocean Basket through interactive video experiences



Overview

Ocean Basket, a casual sit-down seafood restaurant, has over 200 locations, predominantly in South Africa. Their goal was to drive brand awareness and increase brand recognition through value meal promotions which encouraged consumers to dine in or take out. Ocean Basket looked to VDX.tv to amplify their video assets across digital platforms and drive consumer engagement using an omnichannel approach.



CLICK SCREENS TO VIEW DEMO

Solution

Intimedia (Ocean Basket's Media Agency) collaborated with VDX.tv to utilize VDX (tailormade video-driven experiences) units across desktop, mobile and instream with high impact video and multiple interactive features to draw in consumers. The units, which featured a compelling video along with interactive components such as menu options, were developed to entice customers to engage with the ads and visit the brand's website.

The creatives were designed to feature Ocean Basket value meal offerings. The interactive tabs showcased different meal options based on the offer, while a "Sea More" call to action was prominently placed to drive interested consumers to the website. The VDX units were priced on a Cost per View (CPV) pricing model.

The campaign utilized VDX.tv's exclusive interest-based audience data to reach the most relevant consumers through behavioural & contextual targeting.

VDX.tv's Cost per View (CPV) Pricing Model



Highly qualified & guaranteed views



100% viewability verified by MOAT



VDX.tv viewability thresholds are 5x higher compared to industry / MRC standards



In-view of brand message across target audience for longer duration with larger impact



Fraud-free



Eliminates wasted impressions

Interest-Based Targeting



Foodies



Dining & Nightlife



Restaurants
and Fine Dining
Intenders



Sea Food
Lovers



Sushi
Lovers



Cooking & Recipes
Seekers



Busy
Homemakers



Business
Professionals



Family
Entertainment



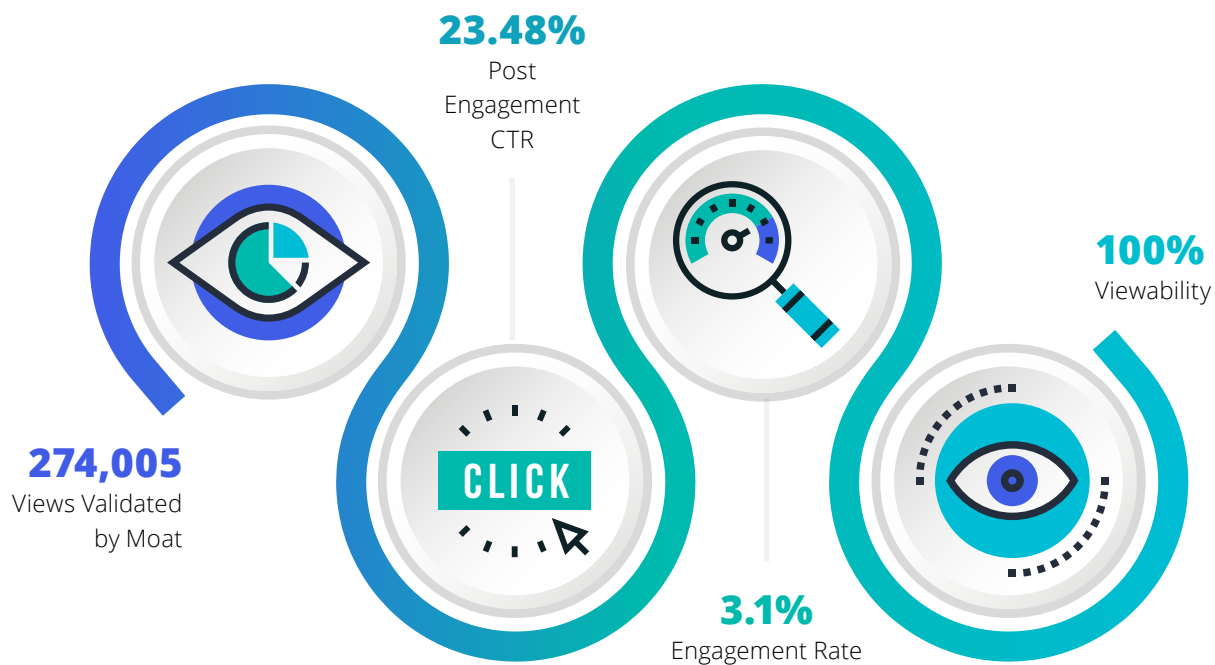
Occasions/ Party
Planners



Health Food Info
Seekers

Proven Success

Through impactful video, interactive features and guaranteed viewability, VDX.tv successfully achieved the objectives of Ocean Basket's promotional campaign. VDX.tv drove:



"As one of our preferred digital media partners, VDX.tv delivers on key attributes for a successful partnership. Starting with excellent service from the team, product innovation and unique creative platforms which our clients love with the non-negotiable 3rd party tracking to ensure we achieve real results for our clients and their brands. It's a pleasure partnering with VDX.tv."

Owen Williams, Co-Owner and Director, Intimedia, South Africa

VDX.tv is a global advertising technology company, running campaigns for brands and advertisers in over 20 countries. The metrics represented in this case study are indicative of a very successful, local campaign.

vdx.tv

For more information, please contact us at sales@vdx.tv

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