The Case

Motorola wanted to announce the launch of the new razr in the US in a way that couldn’t be ignored. It was important to build hype and showcase the new razr to the target audience.

The Challenge
To break through the clutter during the busiest quarter of the year for retailers. To tackle this challenge they needed a high-impact campaign that reached users wherever they were, caught their attention, and created excitement about the upcoming release of the new phone.

Campaign Goals
The KPIs were aligned with the awareness and consideration goals of the campaign:
- Inspire users to click through and see more about the product (CTR).
- Once directed to a landing page, they desired users to sign up using their email.
**JustPremium Solution**

**Creative Strategy**
Video and 360 assets that showcased the phone’s features were included in each format to increase interaction with the creative and support Ad Recall that is essential for any brand awareness campaign.

**Reach & Scale**
A multiple format strategy, which ran on both Desktop and Mobile inventory, was the best solution for broad reach across devices on premium publishers.
Format Strategy

**Desktop Skin**

In order to maximize the time that the creative was in view, the best choice for this was the Desktop Skin. The creative fully surrounds publisher content with Rich Media elements including stunning promotional videos of the *razr*.

**Mobile Skin**

JustPremium’s exclusive Mobile Skin was chosen to give users on mobile a unique experience that features three interactive elements that slide in and out of view as the user scrolls: one in the header, one mid-page, and one in the footer.
Format Strategy

Cross Device Cascade

The Cascade ad was implemented on both Desktop and Mobile and features “book-end” elements that appear around the content from the header first and then the footer as the user scrolls.

Desktop Footer

This format is uniquely adept as it stays in-view throughout the user’s visit to the page meaning it encourages high Viewability and time in-view metrics. Beyond that, the creative also expands upon hovering to reveal Rich Video elements.
Performance Highlights

- The campaign ran for 13 days.
- Viewability across all formats never dropped below 75%. The Desktop Skin was the most prominent unit with an outstanding 95% viewability.
- The VCR was great across all formats, the Desktop Footer reached 68% - a 13% increase over the benchmark.
- CTR on both Skins was excellent, averaging 1.2%, 24 x the standard IAB average.
- Over 7 million impressions delivered.

In-view Time
89 Seconds
for Desktop Skin

Viewability
95%
for Desktop Skin

CTR
1.05%
Across all formats, outperforming KPIs.
Key Takeaways

Overall the campaign delivered outstanding performance and beat industry benchmarks by several multipliers across various metrics.

• The cross-device formats allowed Motorola to include users in their sales funnel on various devices.

• Utilizing various ad formats also helped to ensure that the campaign reached over 5 million users.

• Stunning creative that combined video and 360 maximized attention and encouraged engagement.

• The campaign drove over 74k quality users to the Motorola website.
“The JustPremium ads have worked better than we ever expected, and we have been very pleased with the razr launch thus far.”

“JustPremium generated excellent CTRs but what really separated them was the quality of those clicks. Users had a longer average time on our site than any other high impact partner we have worked with before and exhibited the lowest bounce rates. Desktop CTRs were 24x higher than the IAB average.”

— Kevin Doherty, Programmatic Lead, Motorola Mobility
Our Tech Clients

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SAMSUNG  acer  NOKIA
Thank You