

Case Study: Production

Global CPG brand cuts creative production costs in half by repurposing existing creative.



1. Objective

A global CPG brand was looking for production cost savings given the need to produce creative for multiple products, in multiple languages, for use in multiple markets across multiple digital activation channels.

2. Solution

The brand used our product to repurpose 4 video creatives produced originally for Facebook to run on the open web instead of standard display creatives.

3. Results

The brand reduced creative production costs by 47% by repurposing existing creative versus having to invest in standard display production. There were additional time saving benefits that the brand and agency realized using our product.

47%

Decrease in creative production costs

Benefits



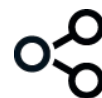
Efficient

Repurpose a brand's existing creative assets from social or the web to eliminate production overhead



Engaging

Beautiful high-impact ad experiences that are familiar to users and that extend beyond standard banners



Effective

Designed to deliver the results that matter most for brands up-and-down the marketing funnel