

# Real-time Metrics Drives Purchase Intent for Spirits Marketer

## Case Study

### INDUSTRY

The alcoholic beverages industry is starting to explore online video and social media marketing, as a high impact way to reach their audiences. At the end of the day, they still need to prove these tactics are driving brand lift to justify investment.

### OVERVIEW

Stolichnaya® Vodka was launching a campaign to raise awareness and drive purchase intent amongst adults 21-34. Stolichnaya teamed up with the latest musicians and music video directors to create "The Most Original Night", a series of three videos showing the intended audience enjoying Stolichnaya, the most original vodka, on the most original night out.

Stolichnaya teamed up with Sharethrough, the leading native social video distribution platform, to distribute the branded videos online so that their intended audience could organically discover and share the content. Both Stolichnaya and Sharethrough wanted real-time brand metrics to assess the branded online videos' impact on purchase intent.

### INSIGHTS/FINDINGS

Stolichnaya and Sharethrough used Nielsen Online Brand Effect (formerly Ad Catalyst) to measure and optimize brand lift in purchase intent while the campaign was still running, and maximize ROI. Specifically they found they were able to:

- Review the campaign's creative performance in real-time.
- Drive an overall 30.8% brand lift in purchase intent among those who were exposed to the video through both paid placements and shared views.
- Show that the branded video campaign performed above average, generating lift that was more than double that of other Beverage campaigns measured by Vizu.

**COMPANY:**  
Stolichnaya Vodka®,  
with Sharethrough

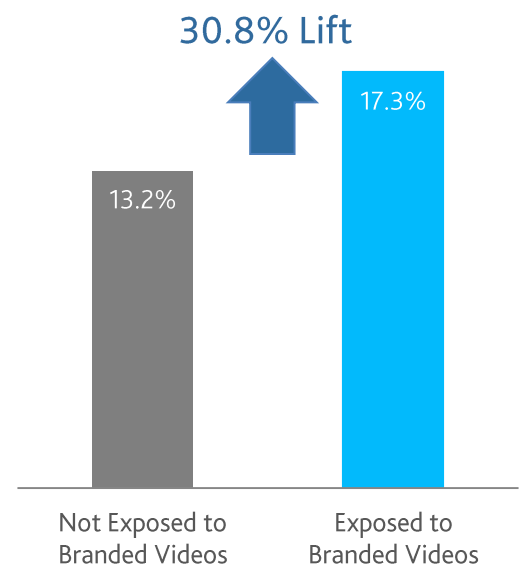
**CAMPAIGN:**  
Drive purchase intent for  
Stolichnaya Vodka amongst  
adults 21-34

**BRANDING OBJECTIVE:**  
Purchase intent

**SOLUTION:**  
Nielsen Online Brand Effect  
(formerly Ad Catalyst)



### Purchase Intent Brand Lift



## SOLUTION

Nielsen Online Brand Effect is the first real-time enterprise technology platform that allows advertisers to collaborate with their digital media ecosystem around optimizing brand lift metrics.

Using an intuitive, web-based dashboard, Stolichnaya and Sharethrough were able to get a real-time understanding of the brand building effectiveness of their online video campaign, and its performance against their primary marketing objective – purchase intent. The performance of key campaign elements driving overall brand lift – creative, site, frequency, and audience segments – were also highlighted, providing opportunities to improve performance in-flight and across campaigns.

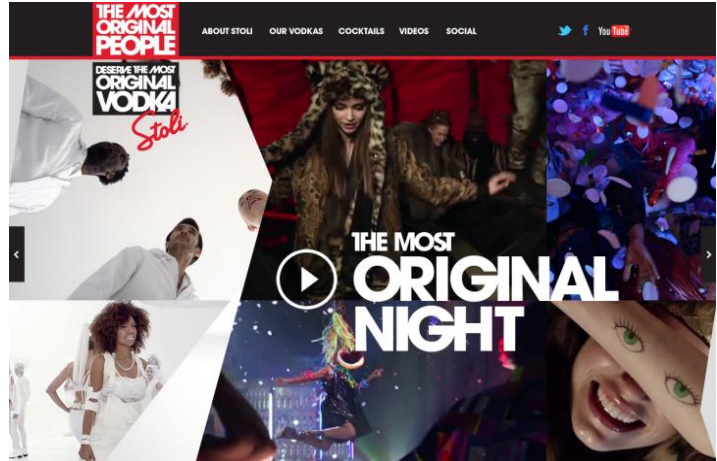
## CONCLUSION

More and more brands are beginning to explore online video, social media, and viral marketing, which are becoming some of the hottest topics in online advertising. Ultimately, advertisers need to prove these tactics are driving the desired result, brand lift, as opposed to direct response metrics such as click-through rate, in order to justify continued investment.

In the absence of this key data, millions of dollars can be wasted because advertisers are spending in the wrong places or on the wrong creative executions. Advertisers need to use true measurement techniques to accurately assess and optimize the effectiveness of their video advertising and social media campaigns.

To learn more about how Nielsen can help you create actionable online marketing strategies, please contact us at 415-362-8498 ext. 209 or visit [www.brandlift.com](http://www.brandlift.com)

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Stolichnaya® asked Swedish director Jonas Åkerlund to create three films to drive awareness and purchase intent. All utilized slick visuals and originally remixed tracks. The videos underscored the “original people, original vodka” tagline with an edgy, surreal campaign.

“Our collaboration with Vizu has proven time over time that user-initiated branded content can positively influence brand opinions. The proof points provided by Vizu have helped our team retain clients and grow brand sales.”

Dan Greenberg  
CEO, Sharethrough

## KEY TAKEAWAYS

- Video advertising and social media can be extremely effective brand building tools, but must be measured and optimized like other advertising.
- Branding efforts must be measured against appropriate brand lift metrics. Direct response metrics such as clickthrough rates are irrelevant.
- Real-time data on campaign effectiveness is key to optimizing branding campaigns to ensure they deliver desired results.

