VISTAPRINT
EMBRACES DIGITAL VIDEO

TO GENERATE
ENGAGEMENT

FOR FIRST-EVER
BRAND
CAMPAIGN

OVERVIEW

When Vistaprint wanted to drive awareness of its new brand positioning and find a more personal way to engage consumers, it turned to ViralGains' video distribution solution.

For this first-ever brand campaign, Vistaprint wanted to evolve its traditional business image and create a fresh brand story. The goal was to reflect its new identity through an innovative, integrated campaign that would establish authentic emotional connections with consumers.

CAMPAIGN OBJECTIVES:

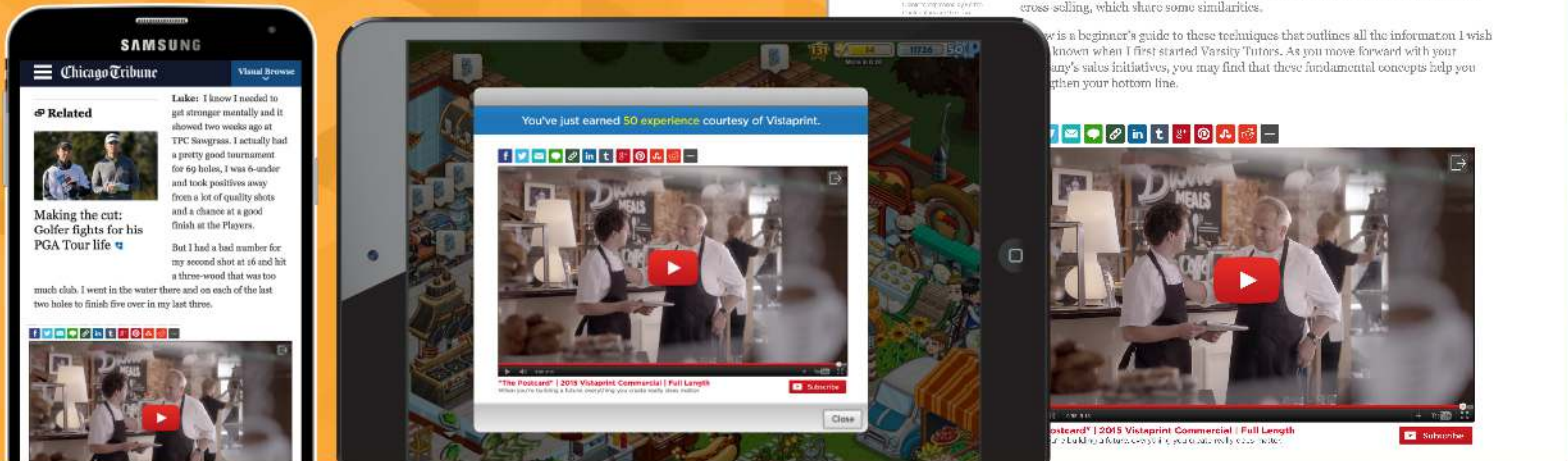- Build a video-based brand story to demonstrate its breadth of offerings

- Evolve its media execution beyond traditional television to include long-form video in order to drive consumer engagement

▼ vistaprint® "THE POSTCARD"

SOLUTION

Using the ViralGains platform, Vistaprint ran a digital video campaign alongside a national television buy. With placements across blogs, social games, and mobile apps, Vistaprint was able to gauge consumer perceptions of the brand and understand the relationship between viewership on TV and online. Television provided large reach and impactful 30 and 60 second spots; long-form video built on that story to give a broader view of Vistaprint's burgeoning brand.

> " What beautiful storytelling. It's an old story, that of the prodigal son, but somehow you made it fresh. Congratulations. The moral is that ultimately, it's hear that makes a business grow and succeed. So smart to have the print pieces be the supporting actor, not the star. AND it's supremely editable into a shorter commercial.
>
> - Dorothy S. YouTube

vistaprint

RESULTS

- SEEN BY **1 MILLION** CONSUMERS, OVER **8 WEEK** CAMPAIGN

- **10.26%** CLICK THROUGH RATE - **10X** THE INDUSTRY AVG

- DROVE OVER **100 THOUSAND** USERS TO **VISTAPRINT WEBSITE**

- **OVER 50%** COMPLETION RATE - **162 MILLION** MINUTES WATCHED ON 2:53 MINUTE **CLICK TO PLAY** VIDEO

> We were impressed with ViralGains' ability to analyze results and optimize quickly, resulting in a fast acceleration of results. We very much enjoyed woking with ViralGains and would be happy to partner with them again on future projects.
>
> **SARAH NUNES -** DIRECTOR, BRAND COMMUNICATIONS

TAKEAWAYS

Long-form video is an **effective centerpiece** of a digital strategy, particularly in combination with shorter forms, like television spots.

Leverage video to build **awareness** and to create **buzz,** then complement with TV spots to **amplify reach.**