



A MAJOR  
**AUTOMOTIVE COMPANY**

LEVERAGES  
**ONLINE VIDEO**

TO GENERATE  
AWARENESS  
**FOR ITS NEW MOTORCYCLE**

# OVERVIEW



One of the world's largest automotive companies specializing in motorcycles, wanted to **generate brand awareness** for its new motorcycle.

For this campaign, the automotive company developed a series of videos and used ViralGains' consumer-centric video distribution to engage its target audience: millennials and motorcycle enthusiasts. The goal was to **drive and measure brand interest and purchase intent**.

## CAMPAIGN OBJECTIVES:

- Increase brand awareness among males interested in motocycling
- Identify the most effective approach at driving brand metrics by testing 7 different creative options
- Assess overall purchase intent driven by each video option by measuring consumer sentiment



# SOLUTION

The automotive company leveraged ViralGains' proprietary survey product, the Customer Sentiment Study, as one of its video ad engagement solutions. Using built-in survey capabilities within the native custom player, the Customer Sentiment Study gathered **immediate feedback from 4,800 of the brand's most engaged viewers.**

Using the Customer Sentiment Study, the automotive company was measured the impact of seven different creatives on **brand interest, purchase intent, and brand affinity.**

ViralGains also distributed the survey to a similar audience that had not been exposed to the videos. By receiving real-time consumer feedback directly within the ViralGains ad unit, the automotive company was able to quickly compare results and measure brand lift.

# RESULTS

- SEEN BY **613 THOUSAND** CONSUMERS
- OVER **6.3%** CLICK THROUGH RATE  
**5X** THE INDUSTRY AVERAGE
- DROVE **38 THOUSAND** VIEWERS TO VISIT THE **PRODUCT PAGE**
- OVER **76%** AVERAGE COMPLETION RATE
- **6.1%** SURVEY RESPONSE RATE  
**23.2%** LIFT IN PURCHASE INTENT

