

# HOW REMY MARTIN ACTIVATES WITH SABIO



## CAMPAIGN OBJECTIVE

### *INCREASE PRODUCT CONSIDERATION*

For the 2023 Lunar New Year, Remy Martin wanted to target multicultural audiences, specifically younger urban Asian Americans with HHI 100K+, who were highly educated and well-traveled. Sabio was chosen to help Remy Martin increase product consideration and relevance during this time.

## THE SOLUTION

### *CROSS-SCREEN APPROACH*

To help Remy Martin meet their goals, Sabio ran ads on CTV, Mobile Video, and Mobile Display. Several custom ads were created including CTV Video with QR Code, Recipe Interstitial, Vertical Video Interstitial, Mobile Pre-Roll with Overlay, and Mobile Dual Captioned Pre-Roll. Utilizing Sabio's capabilities for custom creative allowed Remy the opportunity to reach several audiences in different languages, facilitating the brand's ability to connect and engage with different cultures while building brand awareness.

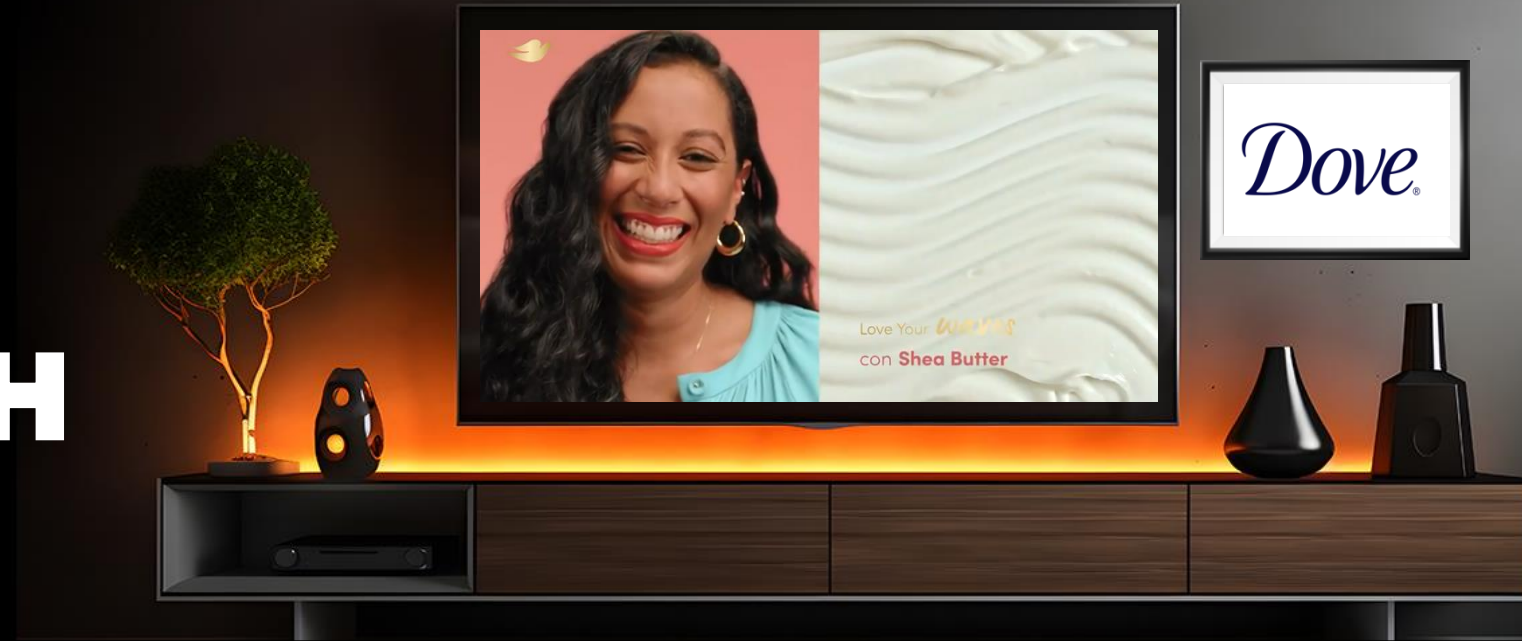
## THE RESULTS

### *BRAND LIFT + STRONG PERFORMANCE*

Through leveraging custom creative and reviewing their App Science® Brand Study, it was shown that Sabio effectively helped Remy reach an array of diverse audiences. Based off results from the study, we saw there was a relative lift of 289% and a 40% headroom lift, showing that the target audience had a positive reaction after being exposed to their advertising.

Additionally, the campaign delivered in full and CTV Video saw an overall VCR well-above benchmark.

# HOW DOVE DUCHESS ACTIVATES WITH SABIO



## CAMPAIGN OBJECTIVE

### *INCREASE PRODUCT AWARENESS*

Dove Duchess partnered with Sabio to raise awareness of Dove haircare products at Walmart among Hispanic women 50+.

## THE SOLUTION

### *CUSTOM TARGETING STRATEGY*

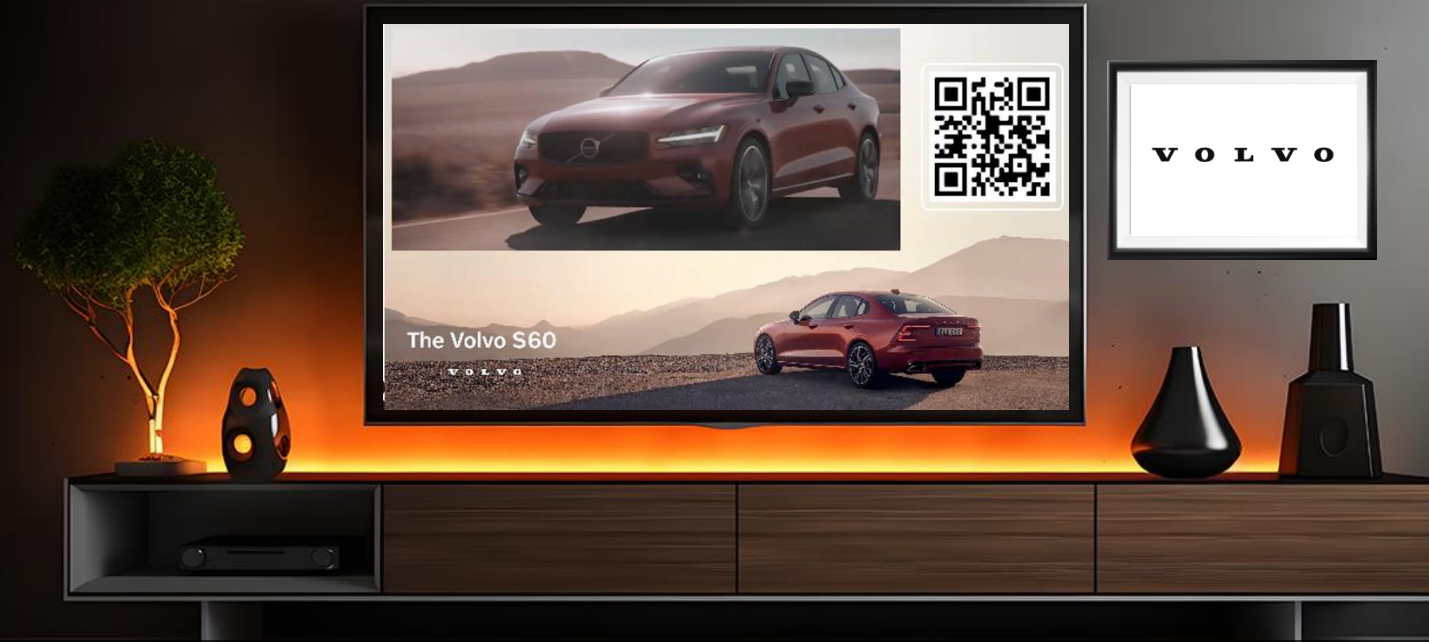
Sabio utilized CTV, OTT, and Mobile Video to reach Dove's target audiences on all devices. Our key audience targeting strategy leveraged custom targeting segments (Hispanic Women 50+ AND Walmart Shoppers) to drive overall campaign success.

## THE RESULTS

### *STAGGERING VCR RATES*

Dove Duchess's campaign beat Sabio's benchmarks for CTV, OTT and mobile campaigns. CTV and mobile both had exceptionally high VCRs, exceeding Sabio's benchmarks of 96% and 92% respectively.

# HOW **VOLVO** ACTIVATES WITH SABIO



## THE OBJECTIVE

### **INCREASE CONSIDERATION**

Sabio was tasked with driving consideration/conversion of Volvo's S60 nameplate, targeting Hispanic, Asian-American, African-American audiences, with additional key Volvo affinities, such as interests in sustainability and technology.

## THE SOLUTION

### **CROSS-SCREEN STRATEGY**

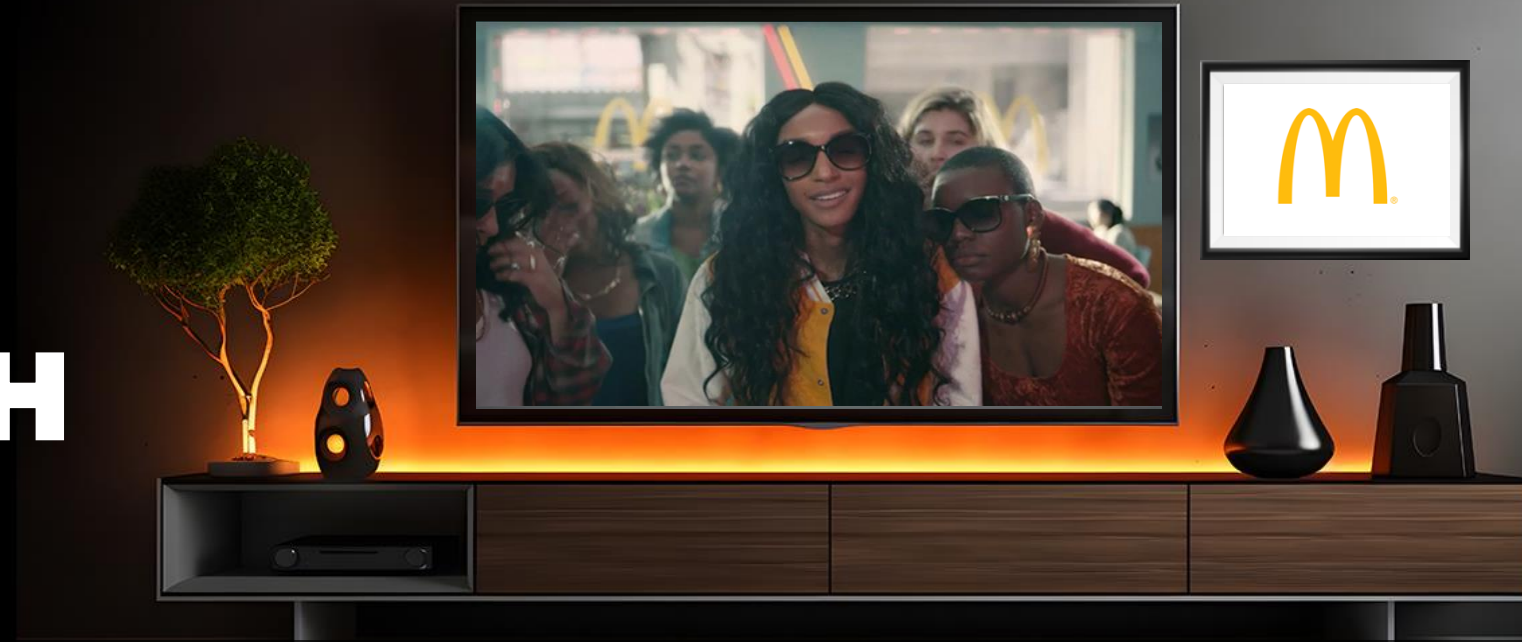
Sabio built and ran cross-screen assets for Volvo's S60 nameplate, including CTV with QR Code, OTT, Mobile Pre-Roll with Overlay & Mobile Banners. English and Spanish assets were served to the appropriate in-language demo to resonate most.

## THE RESULTS

### **POSITIVE BRAND LIFT**

Sabio significantly exceeded benchmarks for VCR & CTR and was a top performer across all partners. The campaign gathered exceptional positive brand favorability lift of 756%.

# HOW MCDONALD'S ACTIVATES WITH SABIO



## CAMPAIGN OBJECTIVE

### *DRIVE LOYALTY PARTICIPATION*

McDonald's approached Sabio to assist in driving interest and participation in their loyalty offering and benefits.

## THE SOLUTION

### *HEAVY CROSS-SCREEN ACTIVATION*

Sabio recommended a combination of CTV and mobile pre-roll video combined with avid QSR fan targeting and McDonald's app anti-targeting to increase brand awareness and maximize video views.

General Market and Multicultural markets ran collective in one buy, ensuring no duplication.

## THE RESULTS

### *MASSIVELY POSITIVE BRAND LIFT*

Sabio successfully achieved all KPIs and witnessed notably high VCRs and CTRs across the campaign. The implementation of a cross-screen strategy combined with intentional audience targeting drove strong results.

5x brand lift on exposed/unexposed study. Pre-roll video and OTT units performed 34% and 8% above VCR benchmarks, respectively.

# INSIGHTS CASE STUDY | AUTO

Auto brand verifies Asian American engagement with App Science, while gaining insights at the language / country of origin level.

## OUTCOME HIGHLIGHTS

LANGUAGE/ ORIGIN	HOUSEHOLD REACH	COST PER HOUSEHOLD
Asian Indian	89.69%	\$0.02
Chinese	73.19%	\$0.03
Korean	75.21%	\$0.04
Vietnamese	72.06%	\$0.03

## RESULTS

**>72%** on-target for Asian Indian, Chinese, Vietnamese, and Korean audiences, exceeding their 62% benchmark

**+7.9%** improvement in reaching Asian Indian users