

Sensodyne's campaign was designed to reach premium, high-value consumers with affluent lifestyles; frequent travelers, luxury spenders, English content consumers, and individuals engaged in finance, premium sports, and upscale hospitality - aligning with the brand's premium positioning.



Contextual Triggers:



We fenced premium global personalities like Roger Federer, Cristiano Ronaldo, etc., aligning with the campaign's focus on high-value, affluent audiences.



We selected premium brand triggers such as BMW, Rolex, etc., to align Sensodyne with a high-end, luxury lifestyle.



We selected premium lifestyle objects such as luxury handbags, designer shoes, etc., reinforcing Sensodyne's association with a high-end consumer profile.



We included premium lifestyle actions such as playing tennis, golf, etc., to further align with affluent consumer interests.

Results:

The campaign, launched on Oct 16th, exceeded expectations, performing significantly well against the KPIs

0.99% Overall CTR

86% VCR on N-Skip

2.4M Reach

Top Contextual Verticals:



Logos: Videos which were fenced for having relevant Logos resulted in a CTR of over 1%



Faces: Videos with relevant faces such as Ronaldo etc. resulted in a CTR of over 1%

Results Summary

	Impressions	Comp. Views	CVR	Clicks	CTR
10sec NSkip	2,088,342	1,812,459	86.79%	18,326	0.88%
14sec NSkip	2,261,520	1,909,090	84.42%	24,795	1.1%

HIGHLIGHTS

330%

Rise in CTR, against Planned

86%

Video completion Rate (NSkip)

1.04%

CTR on Brands Trigger

Placement IDs

(Tap on Thumbnail to Redirect)

