

# GARNIER FOR MEN ACHIEVES 6 TIMES HIGHER ENGAGEMENT WITH VPAID VIDEO ADS.

Sizmek Ad Builder for Video transforms TV spot into brand's first interactive online video ad in Thai market.

## Marketing goal: Generate awareness and drive engagement

Garnier for Men, part of international personal care leader L'Oréal Paris, wanted to raise awareness of its products online and engage users, while also driving sales through e-commerce. Their strategy was to bring an already popular broadcast TV ad featuring famous Thai actor Ananda Everingham to the digital realm. The twist: Adding interactive elements to the digital video, a first in the Thai market for Garnier for Men.

## Solution: Use Sizmek Ad Builder for Video to transform TV spot into interactive digital video

As this was the first interactive video, a.k.a. VPAID, campaign for Garnier/L'Oréal in the Thai market, initially there was concern that some users would not be familiar with interactivity in a video ad. Ad agency Maxus addressed the issue with Sizmek Ad Builder for Video, choosing easy-to-use ad features that would particularly engage Garnier for Men's audience, such as a click-to-like Facebook product fan page, click-to-product website, and click-to-shop online, to the broadcast commercial. [\(See the digital video ad here\).](#)



# GARNIER FOR MEN INTERACTIVE VIDEO: "AN EXTREMELY EFFECTIVE VIDEO FORMAT"

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VPAID video advertising created with Sizmek's tool proved to be an extremely effective video format for drawing users' attention to the product.

MAXUS,  
GARNIER FOR MEN  
ADVERTISING AGENCY

## Results: 6X higher dwell rate over average

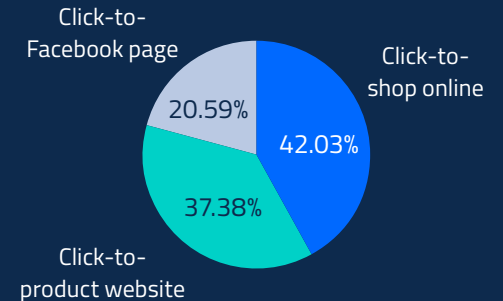
Adding interactive ad components brought substantial user response and interaction with Garnier for Men's interactive video ad. In addition, linking to the brand's new e-commerce channel helped expand the brand's sales channels.

- Users' interest was piqued, with 6X higher dwell rates:** Transforming a broadcast ad into an interactive digital video ad was a strategy that got Garnier for Men great results. Users watched the ad for an average of 10 seconds and garnered dwell rates (percentage of users who hovered their cursors over the ad) that were six times – 600%! – higher than the benchmark.
- Interactive calls-to-action moved users to click:** The campaign resulted in 0.27% click-through rate (CTR) overall, with click-to-shop and click-to-product-website features garnering approximately double the number of click-to-like Facebook page interactions.

	This campaign	Average from benchmark
Dwell rate	24.9%	3.9%

Campaign CTR: 0.27%

### Click-through destinations



Find out how Sizmek can help you achieve outstanding brand awareness, return on ad spend, sales, and other campaign goals by contacting your sales representative or emailing [info@sizmek.com](mailto:info@sizmek.com).