

V Shot Worth Taking

Challenge:

Hornitos sought to captivate social audiences with a reimagining of their broadcast campaign, *A Shot Worth Taking*.

VidMob created **3 unique concepts** of varying lengths to test on YouTube, Facebook, and Instagram.

Solution:

1 First, we applied our **Creative Intelligence Tool™** to evaluate which video attributes had the greatest impact on Hornitos' KPIs: Brand awareness, lift, and recall.

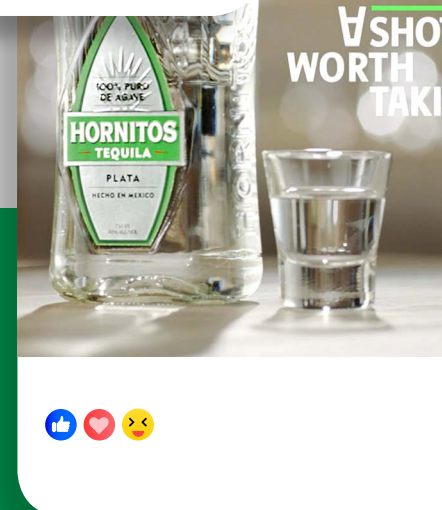
Using machine learning, we analyzed object and logo placement, colors, people, sentiment, text (color, size, location) and pacing to **gauge which details influence viewer behavior**.

A key insight was that **most viewers didn't watch the ad long enough to see any brand elements**:

- * 91% audience drop off after 3 seconds.
- * The first product shot appears at 14 seconds, yet only 2% of the reached audience was left

2 Informed by Creative Data, we optimized the assets:

- * **Moved product shot and tagline to first 3 seconds**
- * **Incorporated iconic brand graphics to frame video**, since mobile is such a visual medium.
- * Shortened the ad to 6 seconds.



Results:

14%↑
Brand Awareness

84%↑
Lift in Ad Recall