ONE VIDEO SUCCESS STORY
Global financial brand uses One Video to promote contactless payment across multiple markets in MEA

ADVERTISER
A major multinational financial brand, that wanted to promote their contactless payments solution.

CHALLENGE
Create awareness on the benefits of contactless payment features and effectively reach consumers located in GCC, Levant & North Africa.

OUR SOLUTION
Use the unique One Video solution, a cross-screen offering that guarantees completed views. Brands pay only for consumers that watch their video in full.

RESULTS
The campaign was highly engaging, especially on mobile, with almost half of the consumers exposed to it watching the video in full. The short duration video boosted performance and effectively communicated the message to the audience.

RESULTS
47%
Completion Rate
MARKETING OBJECTIVE

This major multinational financial brand wanted to create awareness on the benefits of their contactless payment features and effectively reach consumers located in GCC, Levant & North Africa to encourage them to use it. Their research showed that consumers in the Middle East & Africa are moving to contactless payments for everyday purchases, with 7 out of 10 saying they already use it.

SOLUTION

To reach their goals for this product the brand partnered up with Project Agora using the unique One Video solution.

One Video is a cross-screen offering that guarantees completed views. With One Video, brands pay only for those consumers that watch their video in full, thus they get guaranteed marketing results.

This ad-experience is viewable by design, as the video will only play if 50% is in view — so, all completed views are by default viewable. The campaigns appear in the most premium, hand-selected publishers, in a totally brand-safe context and Project Agora undertakes all the heavy lifting of setting up and optimizing the campaign to maximize ROI of the allocated budget.

The campaign used a 15" long video. The short duration video creative adhered to video best practices and amplified the campaign’s performance.

Campaign duration: 1–30 September 2020
Country: UAE, Kuwait, Qatar, Bahrain, Jordan, Lebanon