



Customer Success story with Attention



Client **Oppo - Spark New Zealand**
Vertical Telecommunications & Technology
Campaign Dates 3 December 2024 - 24 December 2024

Oppo's Challenge

- The primary objective of the Oppo Christmas campaign was to drive **awareness of Oppo's holiday promotion**. The offer included a \$500 savings over an interest-free term, plus a free OPPO Pad Neo Tablet (valued at \$529) with the purchase of an OPPO Find X8 Pro on an eligible pay monthly plan.
- Effectively communicating the promotion to a highly engaged audience during the competitive holiday season.
- Ensuring quality attention time and interaction with the campaign creatives.

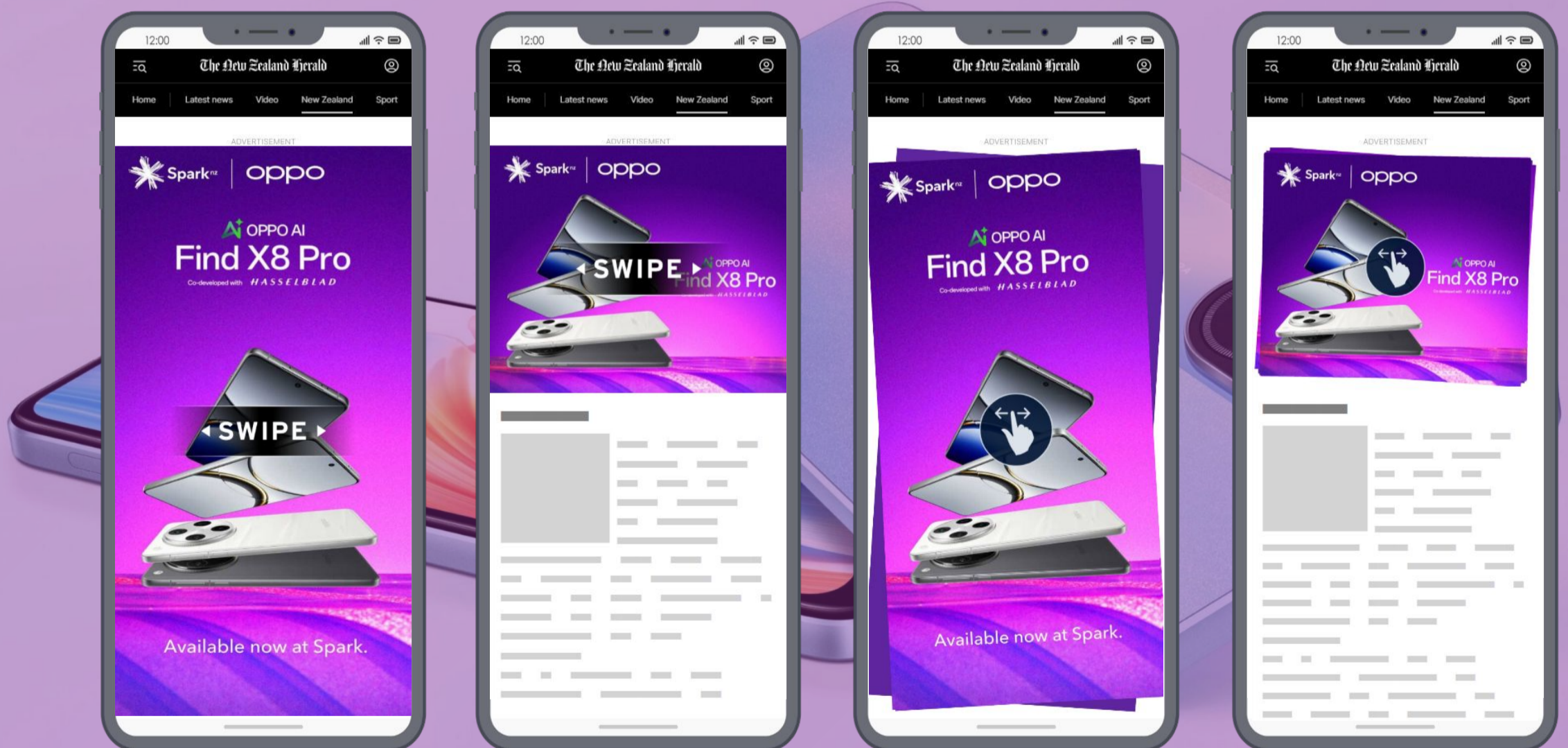
Key Outcomes

- Oppo's message resonated strongly in market, achieving an **average 6.75 seconds of attention time** per user. This translated to a total of **31 days and 6 hours of attention**.
- Supporting the attention time, the campaign achieved Engagement rates with Cards and Carousel formats at 4.39% and 4.49% respectively, exceeding benchmark by **2.22x**
- **BigAds delivered significant reach & scale** with 400K targeted impressions delivered across premium NZ environments.
- The use of clear to understand creatives, combined with relevant targeting and the power of Attention optimisation led to the campaign shattering benchmarks and achieving its goal of reaching quality users, driven to the website:
 - **Avg. CTR of 0.11% (Within benchmarked range)**
 - **Avg. Viewability Rate of 55.97% (1.02x benchmark)**
 - **Avg. Engagement Rate of 4.44% (2.22x benchmark)**
 - **Avg. Engaged Time of 4.74s (1.58x times benchmark)**
- This **campaign successfully avoided 34.58% of carbon emissions** by using the clever decarbonise options from BIG, in collaboration with Scope 3. That equates to 74 kg of CO2 removed, which is equivalent to charging 5,983 Smartphones!

Solution from BIG using Attention.

- BIG, ensured the new Oppo holiday promotion was understood with appropriate Attention optimisations.
- Attention optimisation was activated to enhance the performance of this campaign. Ensuring the ads had enough time to be spotted on screen, viewed, and understood helped to drive performance.
- **Throughout this campaign, 6.75 seconds of attention time was delivered to each user.**
- **Guaranteeing engagement with the target market in contexts that foster positive brand associations.**
 - In bespoke contextually curated media, Oppo targeted the the most relevant contextual segments to ensure its message reached audiences in high-quality, positively primed digital spaces across New Zealand publishers.
- **Optimising Engagement Through Premium Ad Placements and Attention Driven Insights.**
 - Analysing our premium NZ publisher network ad placements to ensure the campaign was delivered across high attention ad placements, driving excellent results.

* Carousel 300x250 & 300x600 | Cards 300x250 & 300x600



Customer Testimonial

"Fantastic experience with the Big Ads team. The marketers will be very happy with these results! Will definitely be booking more activity in the near future."

Ella Pearson
Performance Specialist, Spark NZ

