big

Customer Success story using **AI Alpha**

Spirit of Tasmania's Challenge

- **Spirit of Tasmania (SoT) aimed to connect with travelers** in Victoria, New South Wales, and Tasmania, finding those planning a Tasmanian driving holiday or a mainland escape.

- **The goal of this campaign was to increase awareness** of SoT's ability to help you organise your next adventure, highlighting their latest travel deals and special offers. SoT reinforced themselves as one of Australia's most iconic travel experiences, offering flexible, convenient, and easy travel across the Bass Strait.

Key Outcomes

- SoT's message resonated strongly with their target market, achieving an **impressive average 11.70 seconds of attention time** per user. This translates to a remarkable total of **89 days, 2 hours, 39 minutes and 45 seconds of attention**, leading to on-site bookings uplift directly tracked from click-throughs.

- Supporting attention time data is the average time someone was engaged with the ad - swiping, scrolling, touching, etc. SoT saw a measured **average engaged time 9.40s per impression**.

- **BigAds delivered significant reach & scale** with 1.6M targeted impressions delivered to 419K travellers across premium publisher environments.

- The use of clear to understand creatives, combined with relevant targeting and the power of AI Alpha led to the campaign shattering results, spreading awareness to quality users with strong engagement:
  - **Avg. CTR of 0.52%**
  - **Avg. Viewability Rate of 78.64%**
  - **Avg. Engagement Rate of 51.71%**
  - **Avg. Video Completion Rate of 65.20%**

Solution from BIG using advanced AI

- The proprietary new **AI Alpha** adtech from BIG, ensured SoT's advertisements were fully understood. Creating uplift of on-site bookings identified directly from tracked creative click-throughs.

- **Analyse creative for optimal attention time.** AI Alpha analyses the following factors to determine the seconds of attention needed for a specific advertisement to be fully understood:
  - Imagery (Colours, Pixel Density, etc.)
  - Call-to-Action Complexity (number of words, etc.)
  - Where the message sits in the Marketing Funnel.

  This campaign optimised attention, delivering an average of **11.70 seconds of attention per user.**

- **Guaranteeing engagement with the target market in contexts that foster positive brand associations.**

- In Collaboration with Double Verify, SoT advertised with appropriate DV travel segments. This ensured the following requested audiences were found in positive environments: a broad demographic of 18-54 year olds, with a particular emphasis on those who fit into groupings of Frugal Families, Flourishing Families, and Young Achievers.
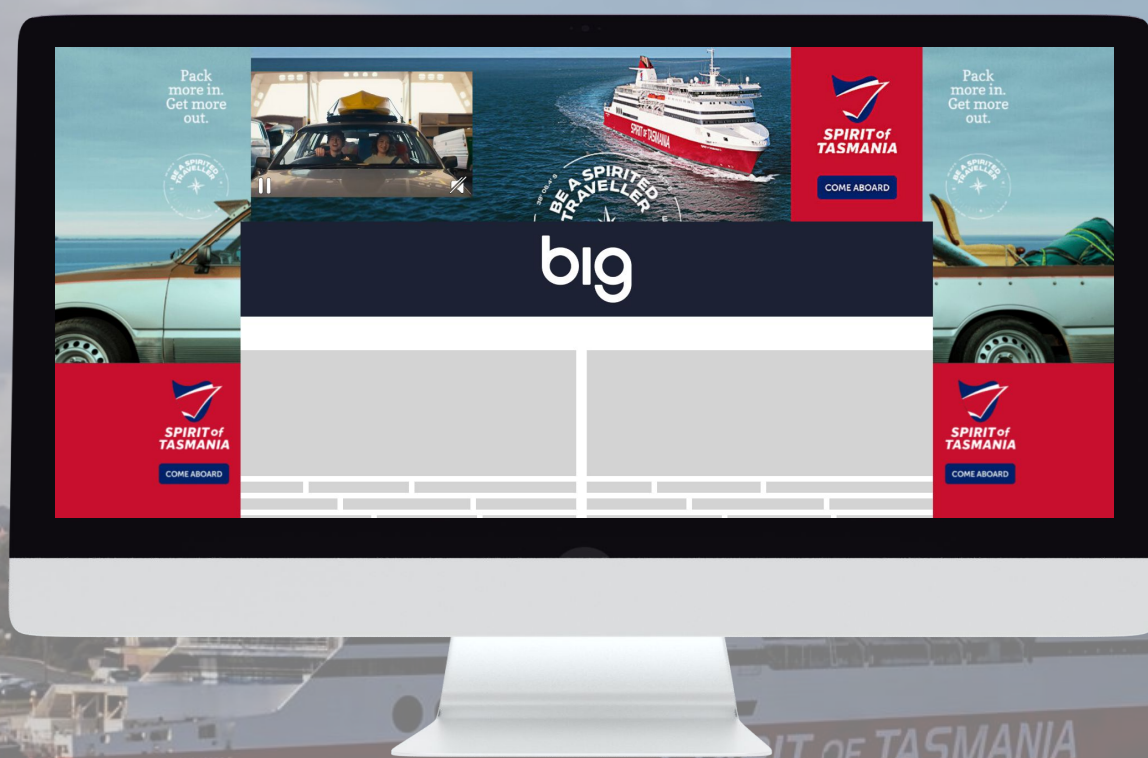
Video Pro-Skin Desktop | Video Pro-Skin Mobile | Limelight | Video Pro-Scroll & Static Pro-Scroll

Customer Testimonial

"Very successful campaign so far, loving the results."

Holly Dalgleish
Planning and Trading Assistant, Atomic 212°

SPIRIT of TASMANIA