

# ***INNOVATIVE VIDEO DAY***

smartclip Realises 24 Hours of Interactive  
Fix-Placement for Mitsubishi

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## **CAMPAIGN FACTS**

Brand: Mitsubishi

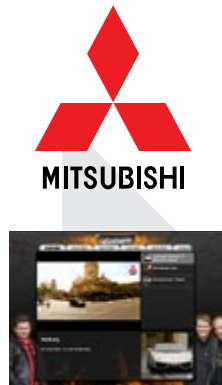
Campaign Name: Colt IN MOTION

Creative and Planning by MEC / Frankfurt

Market: Germany

## CAMPAIGN OBJECTIVES

Especially the automotive industry relies on innovative targeting solutions and product presence for successful brand communication. To support the launch of a new special edition of the “Mitsubishi Colt” smartclip had the challenge to create within a short time frame a high product presence and reach with an online video ad. At the same time the target audience had to be reached with new product presentation, generating high involvement with TV-like reach.



## VIDEO DAY

Three different online spots targeted to the respective audience were placed across smartclip's premium network with an extensive reach. More than 300 publisher sites include online video by United Internet Media, Interactive Media, FreeXMedia, Zattoo, Sevenload, Sony Music and many more.

*“smartclip and MEC devised and implemented an attention grabbing idea, the Video Day. We are convinced that this is a unique possibility to attract as many young users as possible within a short time frame for our new special edition.”*

Henrik Luijendik, New Media Responsible at Mitsubishi Germany

## results for MITSUBISHI COLT IN MOTION

- ▶ With more than 4 million video-contacts during one day, TV-like reach was achieved.
- ▶ Spots were delivered for each relevant target group and induce high involvement.
- ▶ The interaction rate was about 1.5%.
- ▶ The fragmentation of the online video market calls for integrated and specialized marketing. smartclip's Video Day offers an inclusive and efficient measure with highest reach and secure video targeting with instream ads on top tier publisher sites.

