

In-Video Test Campaign with Nokia's Ovi Music Store

Introduction

As online video advertising matures, truly interactive solutions are coming to the fore. These technologies balance the needs and expectations of publisher, advertiser and consumer by providing a really engaging, multi-level experience that allows a brand to interact more deeply with consumers utilising its full suite of social, rich and online collateral, while at the same time keeping users on a publisher's site for the vast majority of the activity.

Overview

The Magnetise Group (Magnetise) has been working with some carefully selected partners to develop test campaigns, showcasing the capabilities of its In-Video solution and gaining vital early feedback from digitally savvy brands and businesses. One recent example is Nokia, which has used Magnetise's In-Video technology to test and assess this innovative format for its Ovi Music Store, driving exposure, engagement, registration and downloads.

The campaign was developed by Magnetise in partnership with Nokia and Go Direct Marketing. Using In-Video's multi-level interactive overlay technology, Magnetise ran a test campaign using a Michael Bublé concert in Sydney as a promotional incentive.

Magnetise worked with media partner Muzu, the music social network, to host the campaign during December 2010. The campaign was exposed to a tightly targeted audience demographic and offered a range of engagement opportunities that perfectly fitted the Ovi Music Store offering.

Campaign Description

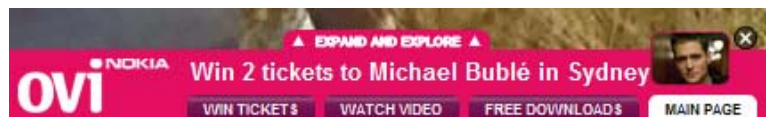
The campaign consisted of a subtle but distinctive nonlinear overlay banner which was displayed in the bottom portion of a video being viewed on Muzu.

A promotional call to action to win tickets to a Michael Bublé concert in Sydney drove consumers to click to expand the banner to explore further, while core links to enter the competition, watch videos or access free music downloads were also presented within the initial creative.

Once the banner was expanded, the video was paused, and a range of further options and activities were presented in a multi-action ad unit inside the video player itself.

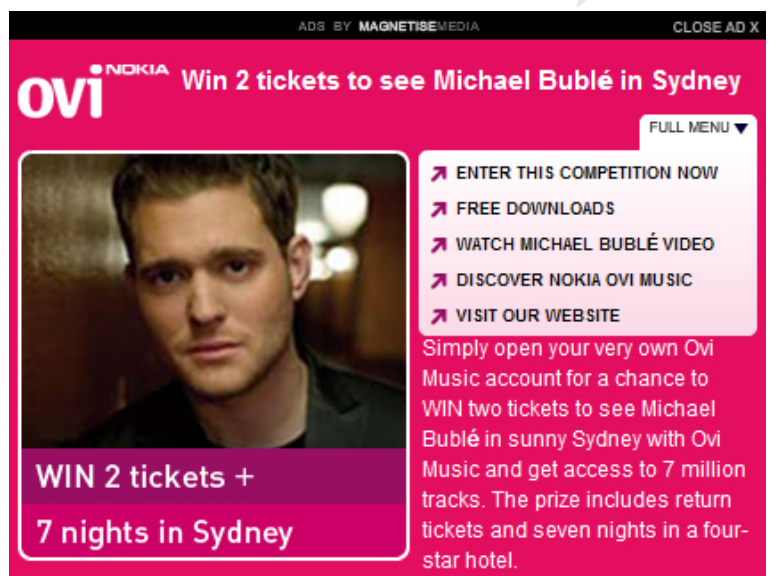
Snapshot

- ✓ Magnetise In-Video tested for Nokia Ovi Music Store.
- ✓ Campaign used Michael Bublé concert in Sydney as a promotional incentive.
- ✓ Most popular actions were free music downloads, the video and the competition.
- ✓ 39% who clicked fully completed that action, showing considerable post engagement dwell time.
- ✓ Unique interaction rate was a very healthy 1.1%.



Overlay ad

Expanded ad



The available engagement opportunities were:

- [Enter this competition now](#), leading to a registration form within the In-Video advert itself.
- [Free downloads](#), providing access to a range of free downloadable tracks.
- [Watch Michael Bublé video](#), leading to a selection of embedded music videos.
- [Discover Nokia Ovi Music](#), clicking out to the Ovi Music Store.
- [Visit our website](#), leading to the Ovi Music Store website.

In-Video Test Campaign with Nokia's Ovi Music Store

ADS BY MAGNETISEMEDIA CLOSE AD X

ovi NOKIA Win 2 tickets to see Michael Bublé in Sydney

FULL MENU ▾

- ENTER THIS COMPETITION NOW
- FREE DOWNLOADS
- WATCH MICHAEL BUBLÉ VIDEO
- DISCOVER NOKIA OVI MUSIC
- VISIT OUR WEBSITE

WIN 2 tickets + 7 nights in Sydney

Simply open your very own Ovi Music account for a chance to WIN two tickets to see Michael Bublé in sunny Sydney with Ovi Music and get access to 7 million tracks. The prize includes return tickets and seven nights in a four-star hotel.

ADS BY MAGNETISEMEDIA CLOSE AD X

ovi NOKIA Win 2 tickets to see Michael Bublé in Sydney

ENTER THIS COMPETITION NOW FULL MENU ▲

Open your Ovi Music account to WIN two tickets to see Michael Bublé in Sydney:

Username: Password: Confirm Password:

Date of birth: DD MM YYYY Email: Mobile:

I confirm I'm a resident in the UK.
 Please send me news from Nokia via email.
 Please send me news from Nokia via SMS.

Please enter the text you see to the right: **idp4**

By registering I agree with the [Competition Terms](#) and [Ovi Service Terms & Privacy](#)

ENTER NOW

ADS BY MAGNETISEMEDIA CLOSE AD X

ovi NOKIA Win 2 tickets to see Michael Bublé in Sydney

WATCH MICHAEL BUBLÉ VIDEO FULL MENU ▲

YouTube

ADS BY MAGNETISEMEDIA CLOSE AD X

ovi NOKIA Win 2 tickets to see Michael Bublé in Sydney

ENTER THIS COMPETITION NOW FULL MENU ▲

Congratulations!

Thank you for taking part in the fantastic Michael Bublé competition to win two tickets to the singer's show in Sydney, including two return flights and seven nights accommodation in a four-star hotel.

The winner will be informed by email so keep checking your inbox to see if it's you.

While you're waiting to see if you're our lucky winner, why not get your hands on all the music you could ever need?

Over 7 million tracks from the latest releases to classic tunes from 400,000 artists, including of course, the legendary Michael Bublé!

Good luck!

Go to Nokia Ovi Music

ADS BY MAGNETISEMEDIA CLOSE AD X

ovi NOKIA Win 2 tickets to see Michael Bublé in Sydney

DISCOVER NOKIA OVI MUSIC FULL MENU ▲

Discover just how easy it is to listen, transfer and download your music.

- Millions of songs with more added every week
- Discover new releases and re-discover old classics
- Download on your computer or over the air on mobile
- Playlists from today's top-selling artists and Ovi editors
- Inspiring recommendations

Take me to the Music

ADS BY MAGNETISEMEDIA CLOSE AD X

ovi NOKIA Win 2 tickets to see Michael Bublé in Sydney

FREE DOWNLOADS FULL MENU ▲

Download FREE Christmas Songs, your free soundtrack for the festive season:

White Christmas - Bing Crosby	Santa Claus Is Coming To Town - Frank Sinatra	My Christmas Card To You - The Shooting Stars
DOWNLOAD	DOWNLOAD	DOWNLOAD

ADS BY MAGNETISEMEDIA CLOSE AD X

ovi NOKIA Win 2 tickets to see Michael Bublé in Sydney

VISIT OUR WEBSITE FULL MENU ▲

Take your music with you on your mobile or portable player:

Visit our website

Results

Magnetise uses stringent criteria to measure engagement and interaction. One of the challenges of this form of advertising is that it isn't uncommon for a consumer to move their mouse over an advert while browsing, which is often erroneously counted as 'interaction' by many in the market. Instead, Magnetise only deems proactive clicks as a true interaction with the campaign which provides a much more accurate picture of activity. The unique interaction rate for this campaign was a very healthy 1.1%.

Looking deeper into the engagement possibilities provided by In-Video, it is clear that the range of actions available, combined with the compelling and user-friendly rich media format, drives consumers to become much more involved with the advertiser's brand. The most popular options to explore were the free music downloads, viewing the video and registering for competition entry. Magnetise found that 39% of consumers who clicked through to one of these event-level engagement opportunities went on to fully complete that action, showing that dwell time after the initial engagement was considerable. In a busy, fast paced channel where the content itself is highly engaging and so many brands are fighting for attention around that content, the ability to have nearly 2 in every 5 people commit to following through on an action within an advert is remarkable.

Conclusion

The Nokia Ovi Music Store campaign has provided important validation and feedback for Magnetise's In-Video roll-out. The engagement levels recorded are testament to the complex capabilities of the technology as well as the simplicity and richness of the creative presentation and flow.

Windsor Roberts, Director of Go Direct Marketing commented:

Digital techniques now enable direct marketers to deliver invaluable brand engagement and uplift as an integral part of our activity. We're excited to have found a resource in Magnetise's In-Video technology that quickly and cost-effectively delivers not only deeply interactive direct response and brand engagement, but at the same time gives us a route into the heart of the exciting world of online video. Music and video go hand in hand so using Magnetise's In-Video solution to drive the messages of the Ovi Music Store into online video content made a lot of sense. We found that **In-Video offers an exciting, innovative way to reach a new, highly engaged and surprisingly responsive range of consumers!**

Keith Curley, Head of Advertising of Muzu commented:

We run a wide range of video advertising formats on our destination (www.muzu.tv) and distribution network, as we want to remain at the forefront of innovation in online video advertising while ensuring we constantly learn from our users about the best ways for brands to reach and engage with them. **We were very impressed with how easy it was to integrate Magnetise's In-Video solution within the MUZU TV Video Player and our user base has clearly 'voted with their clicks'!** We're now actively looking for ways in which to work more closely with Magnetise in the future.

Peter Gowrie-Smith, Managing Director of Magnetise commented:

This is a **fantastic early example of In-Video in action and superb validation of interactive overlays in online video advertising.** Working with Go Direct Marketing really enhanced what we were able to achieve and Muzu's synergistic user base made them the perfect media partner for the campaign.

About the Magnetise Group

The Magnetise Group is a marketing technology company founded in 2007 to improve the reach, return and accountability of digital engagement. Its proprietary technology platform supports a suite of products for the creation and management of advertising, marketing and lead generation campaigns that deliver significant revenue while optimising both response rates and data quality.

Clients include Northern & Shell, Maxim, Gumtree, CD WOW! and Business Traveller publications, with campaigns being run for telecom and utility providers, consumer brands including Nokia, Starbucks, Hugo Boss and McCain, as well as retailers such as ToysRUs, Littlewoods and BrandAlley.

Current products include:

- TopFox: UK's leading white label competition platform with over a million active users, integrated into top tier publications.
- In-Banner: improves standard display advertising by adding data capture capabilities with real-time validation and pricing.
- Lead Intelligence: bespoke, fully integrated lead management and analytics platform for multi-channel campaigns.
- In-Video: unique platform that standardises innovative online video advertising for the mass market via rich, interactive overlays.