

Complementing product placement with in-video ads drives KPIs



The goal

SEAT, the leading Spanish carmaker owned by the Volkswagen Group, wanted to amplify its traditional product placement activity within prime time TV and see the KPI uplift of Mirriad in-video ad insertions.

The solution

Mirriad embedded SEAT assets in the prime time TV drama *Demain Nous Appartient* (Tomorrow Belongs to Us) running on TF1, into the most contextually relevant scenes that capture viewer attention. Mirriad's technology flexibly delivered the SEAT brand across nine episodes, using a combination of creative executions from street signage to web pages on computer screens.

Research methodology

TF1 and Toluna, a leading global consumer research company, conducted an advertising effectiveness study to understand how well the ad format drove brand KPI's as well as opinions of the new advertising format. The research objective was to measure the performance of Mirriad insertions over the results gained from the ad unexposed audience.

The Results

+24 PPT

Driving strong increase in positive opinions of the SEAT brand

+22 PPT

Brand confidence

+15 PPT

Talking/discussing the SEAT brand

Percent point increase do not recall group vs recall Mirriad insertions. Sample: 201 control / 125 exposed. Toluna survey amongst 15+ views of *Demain Nous Appartient* (Tomorrow Belongs to Us). June 2019