

BuzzFeed

Driving multi-platform success

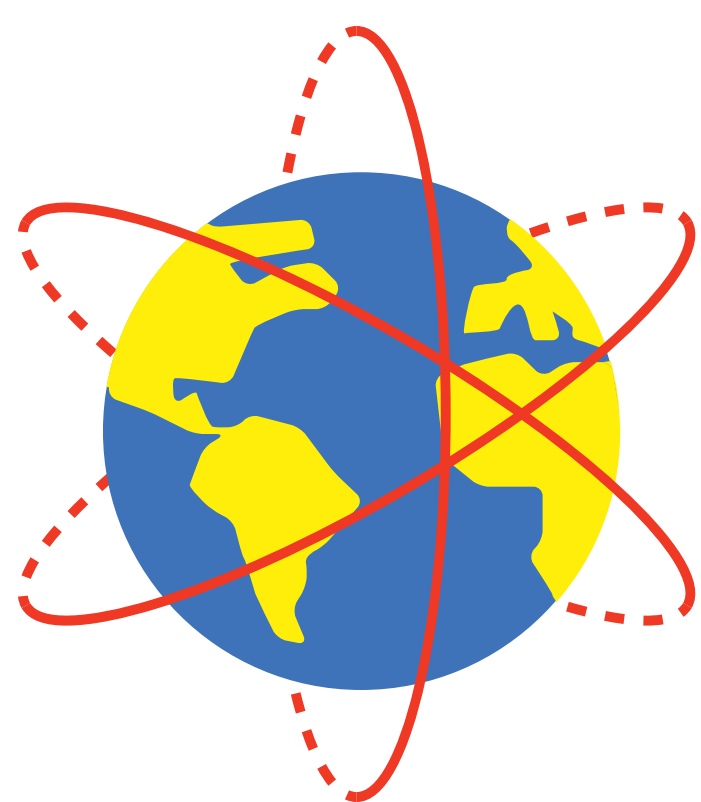
OUR STORY

In just over two years BuzzFeed has conducted almost 500 ad effectiveness studies across platforms for top brands.



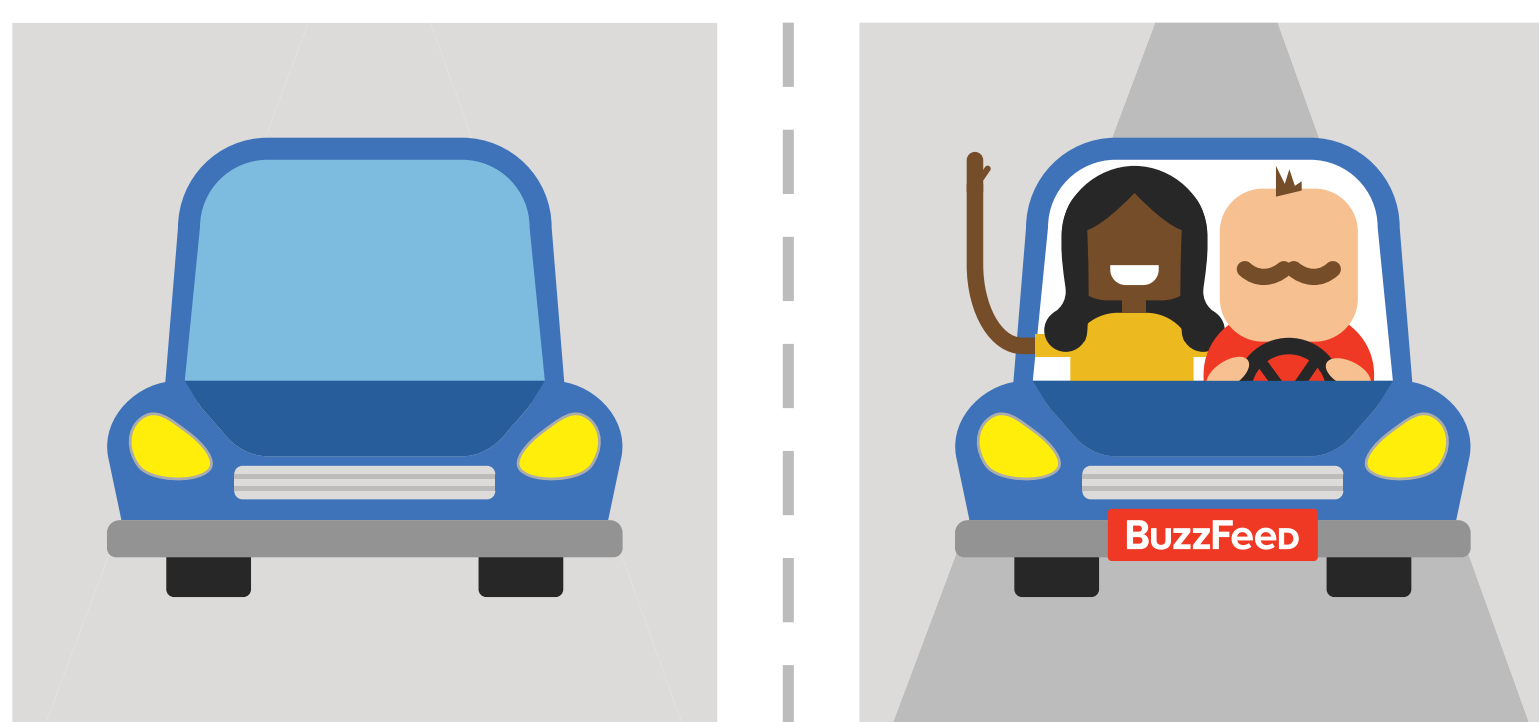
THE APPROACH

WHY BUZZFEED?



BuzzFeed utilized its multi-platform distribution network to help the brand attain massive reach, delivering over **6.8M YT video views**, **33.6M minutes watched** and **more than 600K post views** through custom tailored content that garnered almost **100K overall engagements****.

BRAND OBJECTIVES



A prominent auto brand wanted to use buzz-worthy content that encouraged sharing to **shift perception from basic and utilitarian to exciting, while building awareness** of the refreshed 2017 model.

CUSTOM SOLUTION



In partnership with **Research Now**, BuzzFeed created a first to market, holistic research solution for a leading auto brand to measure how content across the BuzzFeed distribution network **impacted key brand metrics**.

WHAT WE LEARNED

DIFFERENT FORMATS CAN HELP DRIVE MULTIPLE METRICS

Strongest impact was seen when looking at the overall program, which drove strong impact across all KPI metrics, proving that each piece of content is crucial to the success of the program and is best evaluated holistically.



Posts: delivered **95% awareness** among exposed users and the extremely entertaining and relatable longform narratives created a connection to the brand and helped drive a **16% point increase*** in **purchase intent**.



Videos: integrated the car within humorous situations resulting in strong feature associations, such as a **13% point increase*** in **“is exciting”**.