

Case Study

Pandora

Expandable Cascade and Filmstrip



Objectives

Promote awareness of Pandora to target audience.

Use Rich Media to encourage engagement with Pandora's Rose collection.

Drive traffic to the Pandora website to convert prospects to acquisitions.

Solution

The designs for Pandora's Expandable Cascade and Filmstrip ads are simple, beautiful and delicate – great examples of how Rich Media works to enhance awareness, promote engagement and increase sales for premium brands.

Format: Billboard, Expandable Cascade and Filmstrip created by Adform Production

Devices: Desktop

Placement: Websites include Cosmopolitan, InStyle, Elle, Harper's Bazaar, Red, Elite Daily and Time Inc

Trading: Private Marketplace (PMP) and Open Real-time Bidding (RTB)

Data: Collect user cookie data to form a pool to target in a performance campaign

[Click here](#) to see the campaign on our Creative Space.

This campaign was executed in three phases:

Phase 1: Awareness

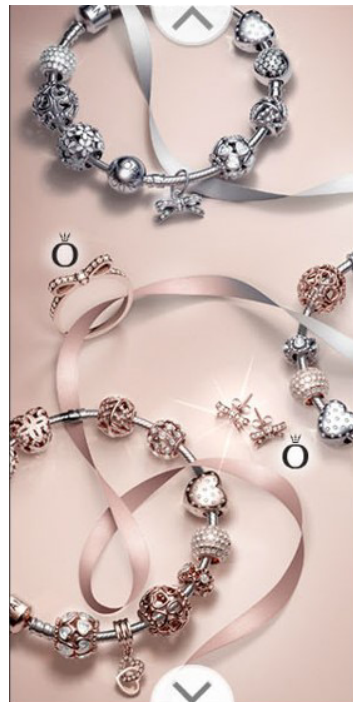
Rich Media formats (Billboard and 300 x 600) were created by Adform Production and delivered via PMPs to target audience (primarily females interested in fashion).



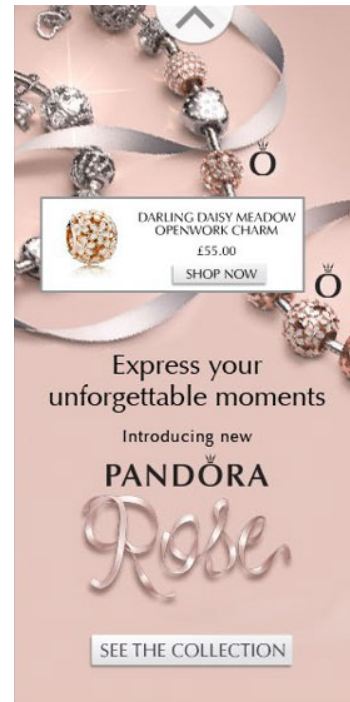
View



Engage



Click

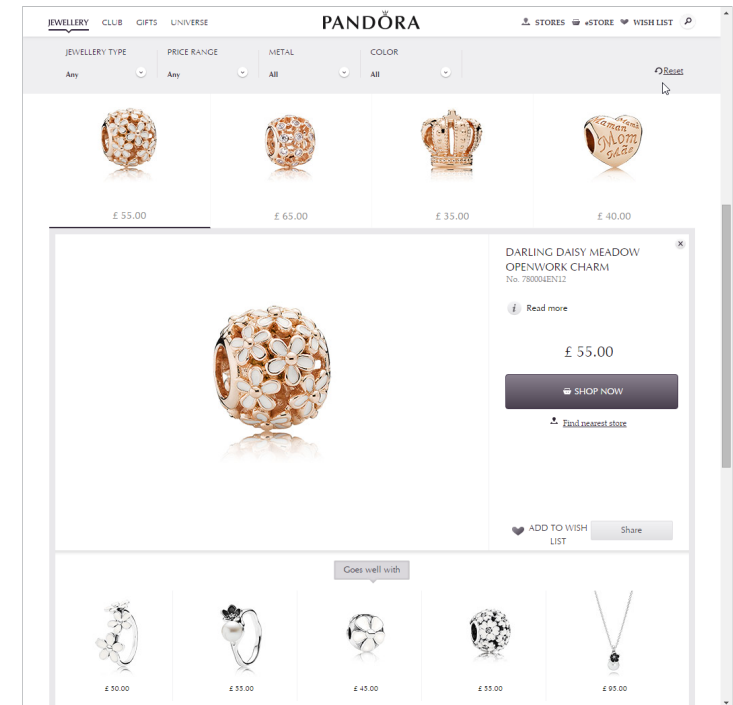


Phase 3: Acquisition

We segmented cookie pools of consumers who either 1. viewed the ad, 2. clicked on the ad, 3. engaged with the ad. We then targeted each segment with standard banners in a bid to drive traffic to the Pandora website and turn prospects into acquisitions.



Acquisition





Express your
unforgettable moments

~ Introducing new ~

PANDORA

Rose

SEE THE COLLECTION

Results

1

Phase 1: Awareness (Rich Media)

Engagement Rate – **2.72%**

Average Engagement Time – **7.7 secs**

Unique CTR – **0.26%**

2

Phase 2: Engagement (Rich Media)

Engagement Rate – **14.67%**

(3x higher than the Engagement Rate for UK Rich Media campaigns*)

Average Engagement Time – **7.57 secs**

Unique CTR – **0.2%**

3

Phase 3: Acquisition (Standard banners)

Unique CTR – **0.12%**

*According to the Adform Rich Media Benchmark Report H1 2014

“

Adform were able to create an integrated consumer journey by combining data and creative that delivered against multiple objectives. Our client was delighted – from ideation and concept creation to production and delivery.

”

James Brown, Performance Director, Cream UK