

An international whisky producer raises brand awareness in Taiwan with iQIYI

CASE STUDY

Client
Amnet Taiwan

Method
Connected TV



INCREASING BRAND AWARENESS ALONGSIDE PREMIUM, BRAND-SAFE CONTENT

An international whisky producer wanted to test the potential of programmatic buys to raise brand awareness among specific audiences through premium video content in Taiwan. Specifically, the brand wanted to achieve a high video completion rate (VCR) while remaining cost-efficient with its ad budget.

REACHING HIGHLY ENGAGED AUDIENCES IN TAIWAN

With the help of its agency, Amnet Taiwan, and The Trade Desk, the brand launched a series of programmatic buys through iQIYI Taiwan — one of the largest online video sites in the world, with nearly 6 billion hours spent on its service each month and over 500 million monthly active users. iQIYI's premium video content is available on multiple devices, including desktop, mobile, tablet, and Connected TV. This allowed Amnet to manage campaigns across a variety of channels for maximized and controlled reach. The agency ran two private marketplace deal types to optimize performance — one that served in a specific TV drama series and one that served in the entertainment channel on iQIYI Taiwan.

TESTING THE PERFORMANCE AND REACH OF CONNECTED TV

In under three weeks, the campaign generated roughly 48,000 completed views and achieved an average VCR of 81% throughout the campaign. In addition to beating campaign performance goals, programmatic buys for premium video content through our self-service platform also helped Amnet save time while enjoying smooth execution of the campaign.

THE RESULTS



81%

video completion rate throughout the campaign



48k

completed views