



Date Range - November 2017 – May 2018

Case
Study

The Video Innovation Award

Service
Performance

Key Areas
Paid Search
Display
Remarketing
Shopping

The Client

City Beach is an omnichannel retailer specialising in surf, skate, and street fast fashion. From humble beginnings, City Beach is now an iconic Australian brand with stores in Perth, Darwin, Sydney, Brisbane, and the Gold Coast and they have one of the largest ecommerce fashion sites in the country.

The Objective

City Beach have been part of Australian lives since 1985. They wanted to improve brand awareness amongst the next generation of consumers and decided to turn away from their traditional approach of above the line advertising to achieve this. By utilising their enormous amount of video content, we were tasked with reaching and engaging as many new customers as possible, for the lowest possible cost.

Brand Search
Impressions
Increased By

17%

Additional
Store Visits

1,700

Cost Per View
(Compared to
Benchmark)
Decreased By

50%

View Through
Rate (Compared to
Benchmark)
Increased By

30%



Our Approach

The Challenges



The client required 3 very different campaigns to be run with 3 different target markets:

1. General brand awareness campaign
2. New store openings
3. Event "Takeover"

Each needed to be approached in slightly different ways, but all had the same desired outcomes. This coupled with very limited YouTube historical data and no data on which videos performed well meant that we were starting fresh with our testing and audience targeting.

The Strategy



Segmentation – We segmented all available targeting methods to see which delivered the best results for the client.

Audiences – We utilised the Custom Intent Audiences to target users who are searching for City Beach related products and events related to City Beach.

Store Visits – We used location extensions and store visits to attribute store revenue to the campaigns.

Personalisation – We generated a staggered campaign targeting males and females with one gender video and one generic brand video per segment. We then introduced appropriate adjustments towards one video over the other once significant data had been generated.

Remarketing – We used remarketing to re-engage users who had viewed the hero video by introducing 6 second bumper ads to reinforce the branding along with display remarketing to send users to a dedicated landing page to reengage and attempt to capture email addresses.

Extension – We integrated the YouTube campaign into a wider branding exercise across Social and Display platforms.