

PHD explores the creative possibilities of programmatic and Connected TV

CASE STUDY

Client
PHD

Method
Connected TV



DRIVING AWARENESS FOR A NEW URBAN SUV

With new car purchases trending downward in Spain, a leading auto brand was looking for a way to make a big impact with the launch of its new urban SUV. The brand's agency, PHD, wanted to create a multi-channel campaign that captured the creative spirit of the car itself — one that was challenging, flexible, and versatile.

REDEFINING THE POSSIBILITIES OF A MULTICHANNEL CAMPAIGN

PHD set out to prove that a 360° campaign could be completely digital, and completely programmatic. To do this, they explored not only different types of inventory — display and video — but also new devices and creative possibilities. The star of this strategy was the purchase of Connected TV inventory through Mediaset, one of Spain's top broadcasters. This was the first time the auto brand had purchased Connected TV programmatically in the Spanish market.

But this wasn't the only first: The agency also bought native inventory through the dating app Tinder, where the creative showed up as a dating profile that could be clicked by a user. Tinder was strategically chosen for its great affinity with the young, daring, and versatile target of the SUV, in addition to having a large volume of unique users in Spain.

THE RESULTS

150K

unique reach on Connected TV

1.5MM

unique user increase
through native Tinder ads

14k+

car configurations completed
from display ads, with a
22% conversion rate

PHD explores the creative possibilities of programmatic and Connected TV

Continued



These strategies were complemented by the purchase of display and video inventory, not only as standard banners and video pre-roll but engaging rich media formats to drive more awareness for this new model.

NEW CAR. NEW WAYS TO MEASURE RESULTS.

The results of the campaign were impressive and far-reaching:



Connected TV

The campaign reached an audience of 150,000 unique users with a frequency cap of three ads per user. With CTV increasingly present in our homes, this format allowed the team to reach new audiences, in particular users who consume less linear television. This led to a phenomenal view-through rate of 80%, proving that the combination of environment and format resonated with the target audience and resulted in high engagement rates.



Native in-app

By advertising on Tinder, PHD increased the total campaign reach up to 1.5 million unique users, with a frequency cap of one ad per user and 4.25% click-through rate.



Video

By purchasing video through private marketplace deals, the campaign reached a global view-through rate of 70%.



Display

Targeted upper funnel strategies led to a viewability of 73% and a click-through rate of 0,34%, while lower funnel activities spurred close to 300 completed leads with a conversion rate of 9%, and over 14,000 car configurations with a conversion rate of 22%.