

OUR CHALLENGE

To approach the issue of mental health awareness and youth suicide prevention, the Ad Council, in partnership with the American Foundation for Suicide Prevention and The Jed Foundation (JED), launched *Seize the Awkward*, a campaign focused on helping young people start conversations about mental health with their friends. Building on the success of this campaign, dentsu's Attention Lab powered by VidMob partnered with the Ad Council to 1) increase performance across social KPIs for the 2021 *Seize the Awkward* campaign compared to 2020 and 2) gain a better understanding of creative nuances across each platform.

OUR SOLUTION

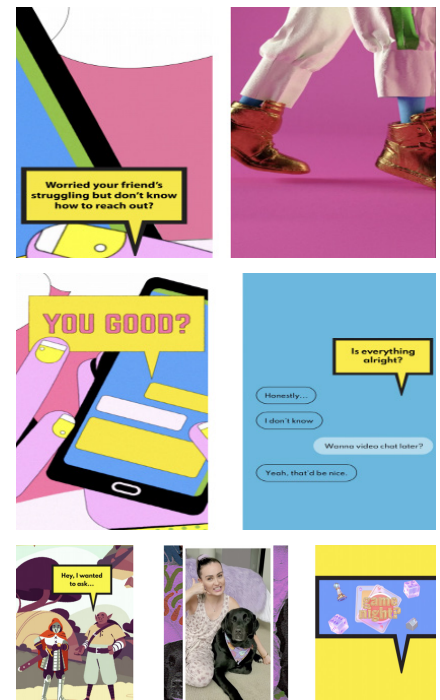
To showcase how Intelligent Creative™ can dramatically boost ad performance, we firstly took a "Learn and Create" approach, allowing dentsu's Attention Lab solution team to analyze creative effectiveness from historical campaigns and build optimized creative for Snapchat and Instagram before the 2021 launch. TikTok creative was previously handled in-house, so we were unable to conduct a historical analysis. For the first flight, compatible assets were transferred and launched. The second approach, "Learn and Optimize" allowed dentsu's Attention Lab to analyze and optimize creative effectiveness mid-flight to drive overall efficiency and campaign effectiveness for Instagram, TikTok, and Snapchat.

OUR RESULTS

Through incorporating data into the creative process, we were able to achieve higher campaign performance for *Seize the Awkward* across all social platforms. Instagram had a 21% increase in page engagement rate, Snapchat's swipe rates had a 120% increase, and TikTok had a 112% increase in click-through rates. The results also showcased that platform first design is essential. Creating bespoke content, designed and tweaked for each platform drives the most impact. The creative drove recall and action, as *Seize the Awkward* and specific campaign elements in the messaging had higher recall among teens 16-18 after the 2021 campaign flights. Most importantly, more teens 16-18 took some action based on the *Seize the Awkward* campaign.

PARTNERSHIP ELEMENTS

- Utilized VidMob's creative intelligence technology platform to enable direct API access to each social platform
- Designed and optimized bespoke content for each social platform to drive impact
- Fielded a pre-post survey among young adults 16-24 to measure awareness of *Seize the Awkward* and to gauge whether this audience took any actions post-campaign



AT A GLANCE:

INSTAGRAM: 21% increase in Page Engagement Rate.

SNAPCHAT: Swipe Rates more than doubled from the 2020 media flight with a 120% increase.

TIKTOK: 112% increase in Click-Through Rate.