

STOREIS. × MEDAVITA

Awareness meets Precision

The Medavita Elisièr Story

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CASE STUDY

AWARENESS MEETS PRECISION: THE MEDAVITA ELISIÈR STORY

MAIN CHALLENGE

Identify the most effective **media mix** to increase **brand awareness**, maximizing the reach and ensuring that the message resonates with the target audience.

HOW TO

We initiated a collaboration with **Adlook**, a partner agency specializing in **programmatic display ads**, with a focus on **premium placements and targeting**, thanks to a proprietary technology, and **interactive asset production**.

We carefully selected **best-performing formats** for our goal and chose images and videos following two distinct creative concepts, as requested by Medavita.

The delivery of the assets was optimized by a **deep-learning algorithm** to maximize **reach and visibility** within the target group.

Finally, a **Brand Lift Study** focused on unaided brand recall was run to **measure campaign effectiveness**.

KEY WINS

+8%

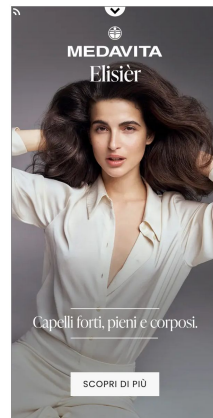
Absolute
Brand Lift

+81%

Video
Completion Rate

+136%

Relative Lift
among
Potential
Consumers



WANT TO LEARN MORE?
LET'S TALK :)

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