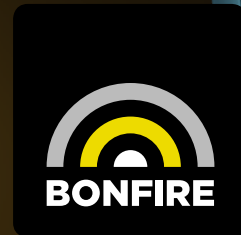


5 Creative Programmatic Advertising Campaigns



Discover how **five global brands** leverage programmatic advertising across *Outdoor, Video, Audio* and *Display* to connect with audiences and drive revenue.





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Programmatic media is revolutionising the advertising landscape. By automating the buying and placement of ads, programmatic media allows brands to leverage sophisticated data-driven technology for better returns on their marketing spend.

This approach also allows brands to connect with their audience more precisely and effectively, using real-time analytics and automated platforms to tailor messages that resonate with specific consumer preferences and behaviours.

More than any other advertising channel available to brands today, programmatic advertising allows key decision-makers and marketers to deliver the right message to the right audience, at the right place and time. This capability ensures that advertising dollars are maximised, reaching consumers in moments that matter most, and

enhancing both engagement and conversion rates.

In this resource, we explore how five companies creatively leverage programmatic methods to reach and engage their target audiences.

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Bonfire is not affiliated with the campaigns mentioned in this resource, except our own.



Mercedes Benz



Audience insights drawn from scientific research.



Three spots were designed for three speed limits.

LOCATION: Turkey
CHANNELS USED: Digital Audio
PROGRAMMATIC TECHNIQUES:
Location-Based Creative

PROBLEM: Mercedes-Benz needed a way to demonstrate the impact of the A-Class Sedan's Adaptive Cruise Control settings on safe driving behaviour. Their challenge was to engage drivers meaningfully through audio by showing exactly what it felt like to use the A-Class' new Adaptive Cruise Control.

APPROACH: The campaign leveraged insights into how music tempo affects driving style. Mercedes-Benz launched three radio ads with varying tempos, synchronised with local speed limits of 50, 90, and 120 km/h. Using programmatic technology, the correct ad was played

based on the driver's location (and the speed limit of the street they were on). This targeted approach allowed drivers to experience Adaptive Cruise Control for themselves, communicating the advantages of the setting far better than if they had simply listened to a list of benefits.

RESULTS: While the actual results from the campaign are not available publicly, it's easy to see that this approach to audio advertising would not only stand out among competing ads but also prime consumers more effectively on their new car buying journey than a more traditional radio ad.

McDonald's



Custom branded weather icons were created.



Creative synced with real-time weather conditions.

LOCATION: United Kingdom

CHANNELS USED: Digital Out-of-Home

PROGRAMMATIC TECHNIQUES:

Weather-Based Creative

PROBLEM: McDonald's sought a way to become top-of-mind for their audience in Britain during a period of increasingly heavy competition from local, national and international fast-food brands.

APPROACH: A weather-reactive campaign was launched to tap into Britain's love for talking about the weather, aiming to integrate the McDonald's brand into daily conversations about current weather conditions.

The campaign used live data to dynamically populate digital outdoor advertising placements, turning

McDonald's menu items into weather icons that reflected the conditions of the local area where the campaign was running. McDonald's-branded weather icons included things such as an unwrapped burger to symbolise the sun behind clouds and an upturned box of fries to represent rain.

RESULTS: The campaign ran from April 26th to April 28th, 2018, and effectively showed both the capabilities of programmatic for visualising creative using live data and the ability for dynamic advertising to relate to consumers and position McDonald's as a part of everyday weather conversations.



QANTAS



Personalised creative for each audience group.



An example of the "young professionals" creative.

LOCATION: Australia
CHANNELS USED: Display
PROGRAMMATIC TECHNIQUES:
Audience-Based Creative

PROBLEM: Qantas wanted to enhance their online advertising strategy and provide more personalised and relevant ads to their frequent flyers, hoping to increase engagement and conversion while avoiding a one-size-fits-all approach.

APPROACH: Utilising programmatic display through Google's Display & Video 360 platform, Qantas ran targeted ads on high-traffic sites such as The Australian Financial Review and The Sydney Morning Herald.

The campaign leveraged first-party data to identify and segment audiences

like "prosperous families" and "young professionals". A suite of creative was tailored to each of these audience groups and dynamically displayed to the right people to ensure each frequent flyer received the right messaging for their personal circumstances.

This not only targeted existing customers more effectively but also continued to provide easy-to-roll-out creative for new audiences as they emerged.

RESULTS: The personalized approach achieved a 0.5% click-through rate compared to 0.1% for non-personalised ads, reflecting a 57% increase in CTR and a 170% jump in conversion rates.



Coca-Cola



Sales data sourced from FairPrice customers.



An ad example targeting festive period buyers.

LOCATION: Singapore

CHANNELS USED: Audio, Display

PROGRAMMATIC TECHNIQUES:

Real-Time Purchasing Data Targeting

PROBLEM: Despite being a global beverage giant, Coca-Cola sought to enhance its sales and precisely measure the impact of its advertising within Singapore's competitive retail market.

APPROACH: Traditionally focusing on top-of-the-funnel advertising, Coca-Cola leveraged programmatic platform, The Trade Desk's, retail data solution to implement bottom-of-the-funnel tactics in this campaign.

In partnership with FairPrice Group, Singapore's largest supermarket chain, Coca-Cola used real-time purchasing

data to execute end-to-end programmatic campaigns that displayed ads to people who had made a Coca-Cola purchase in the last one to three months.

By leveraging detailed audience insights, Coca-Cola was able to create custom audience segments based on seasonal shoppers and festive product purchasers. The campaign also employed cross-device targeting to ensure consistent engagement across multiple media touchpoints.

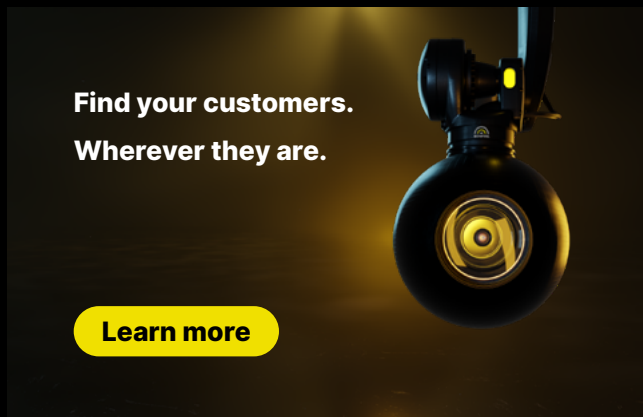
RESULTS: The campaign resulted in a 189% uplift in sales, with an impressive average conversion time of 12 hours from ad exposure to purchase.



Bonfire



Animated TV spot features dynamic scripting.



Display ads customised to each audience.

LOCATION: Australia

CHANNELS USED: Audio, Video, Display

PROGRAMMATIC TECHNIQUES:

Audience-Based, Time-Based Creative

PROBLEM: Programmatic advertising, while not a new technology, is still underutilised by Australian brands. Bonfire sought a way to prove the effectiveness and capability of this advertising technology

APPROACH: Bonfire launched a programmatic advertising campaign to demonstrate how programmatic tools are uniquely suited to reaching the right audience with the right message at the right time.

With the campaign motto “We found you”, we are trying to show that if we can find our own clients, programmatic

can be used by Australian brands to find theirs. The campaign includes various videos, audio, and animations adjusted for different times of day and audience groups.

We’re focusing on three main audience profiles: business owners and executives, marketing professionals, and a lookalike group based on the characteristics of our clients, each audience having personalised ads to make it relevant to the viewer. By planning in real-time, we can move campaign budget around to where it’s working best, targeting when and where it makes the most sense.

RESULTS: Early results from the campaign are strong, with targeted audience profiles showing greater conversion rates and ad watch times compared to the control group.

The case studies we've shared underscore the power of programmatic advertising in finding the right audience with the right message, at the perfect moment.

By embracing data-driven insights and innovative technology, these brands have successfully enhanced their engagement and effectively reached their audiences when it mattered most. You too can harness the potential of programmatic media to amplify your marketing strategies and achieve measurable results.



To explore how programmatic advertising can benefit your brand, contact Bonfire today.

Let our team of experts guide you in crafting targeted campaigns that connect with your audience and deliver exceptional ROI. Reach out to us to get started on your journey to advertising success.

Visit bonfire.com.au/programmatic or call **1800 750 204**.