

# Case Study

FOOD & BEVERAGE



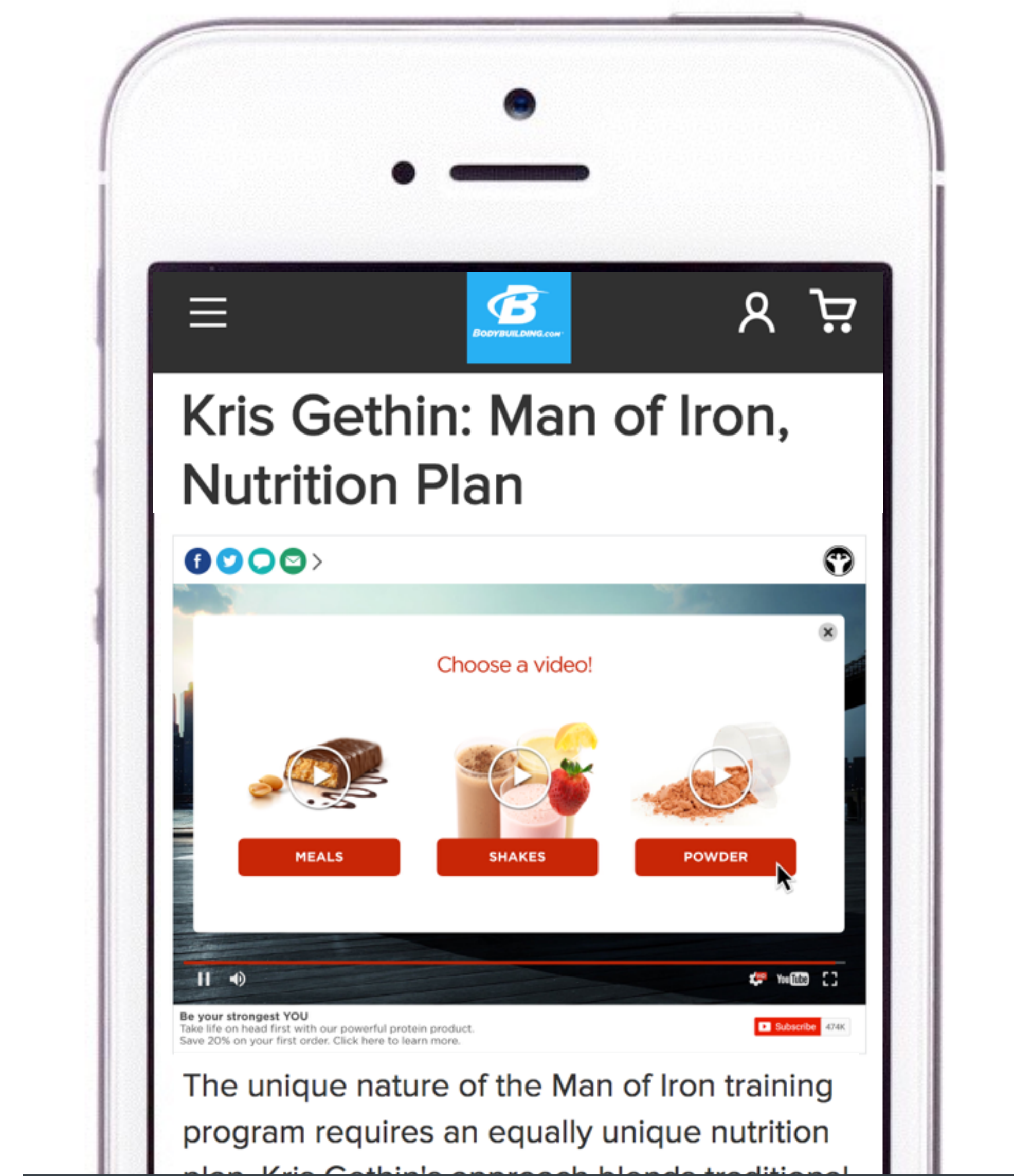
## Achieving Brand Awareness With ViralGains

Hoping to position its product as a part of everyday health, the company aimed to generate reach and awareness from a broad consumer audience through its video campaign.

### Campaign Overview

The brand used **ViralGains' smart targeting capabilities** to distribute videos across food & beverage, health & fitness, and lifestyle & sports sites and helped this brand achieve maximum reach from its humorous campaign.

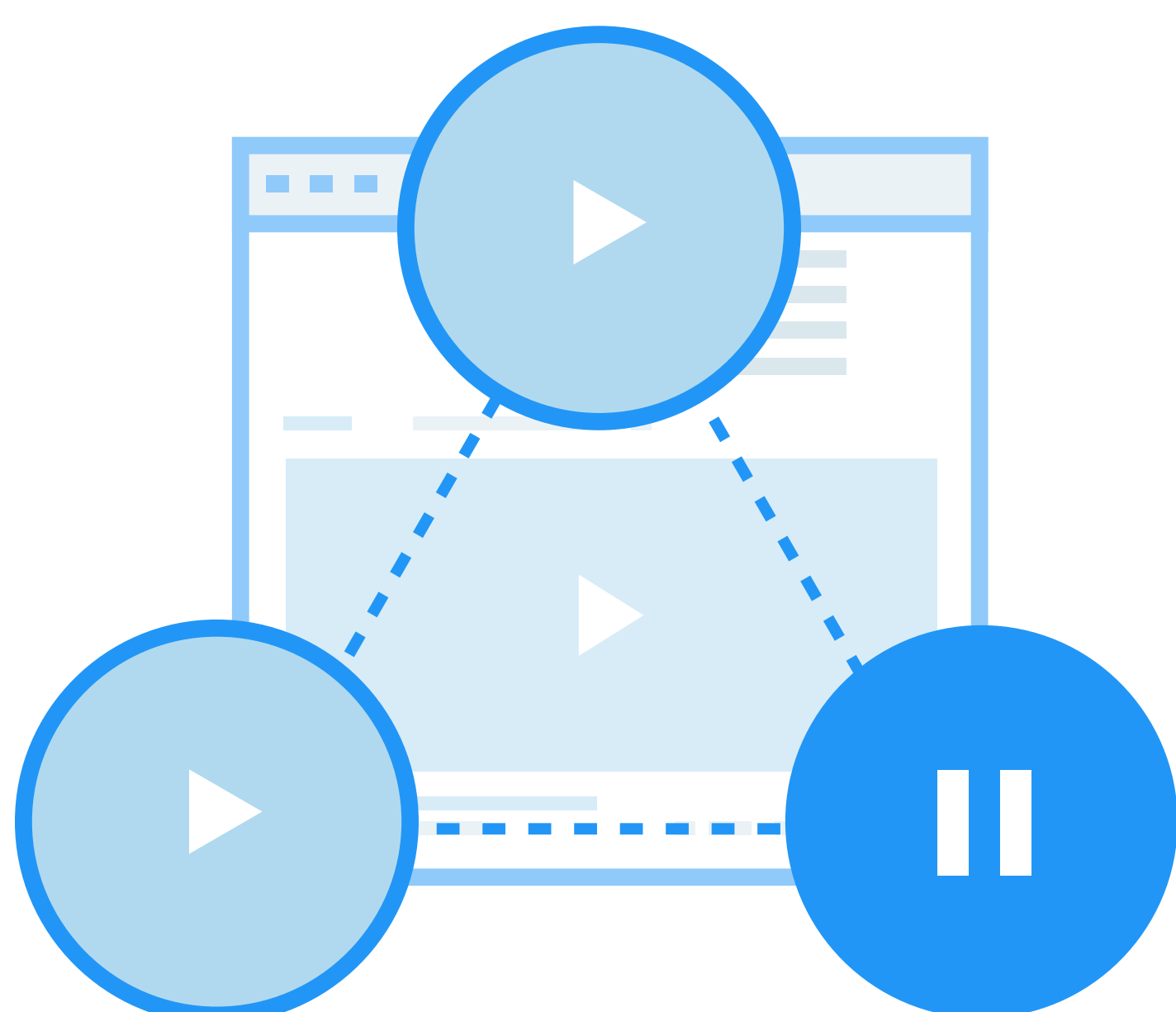
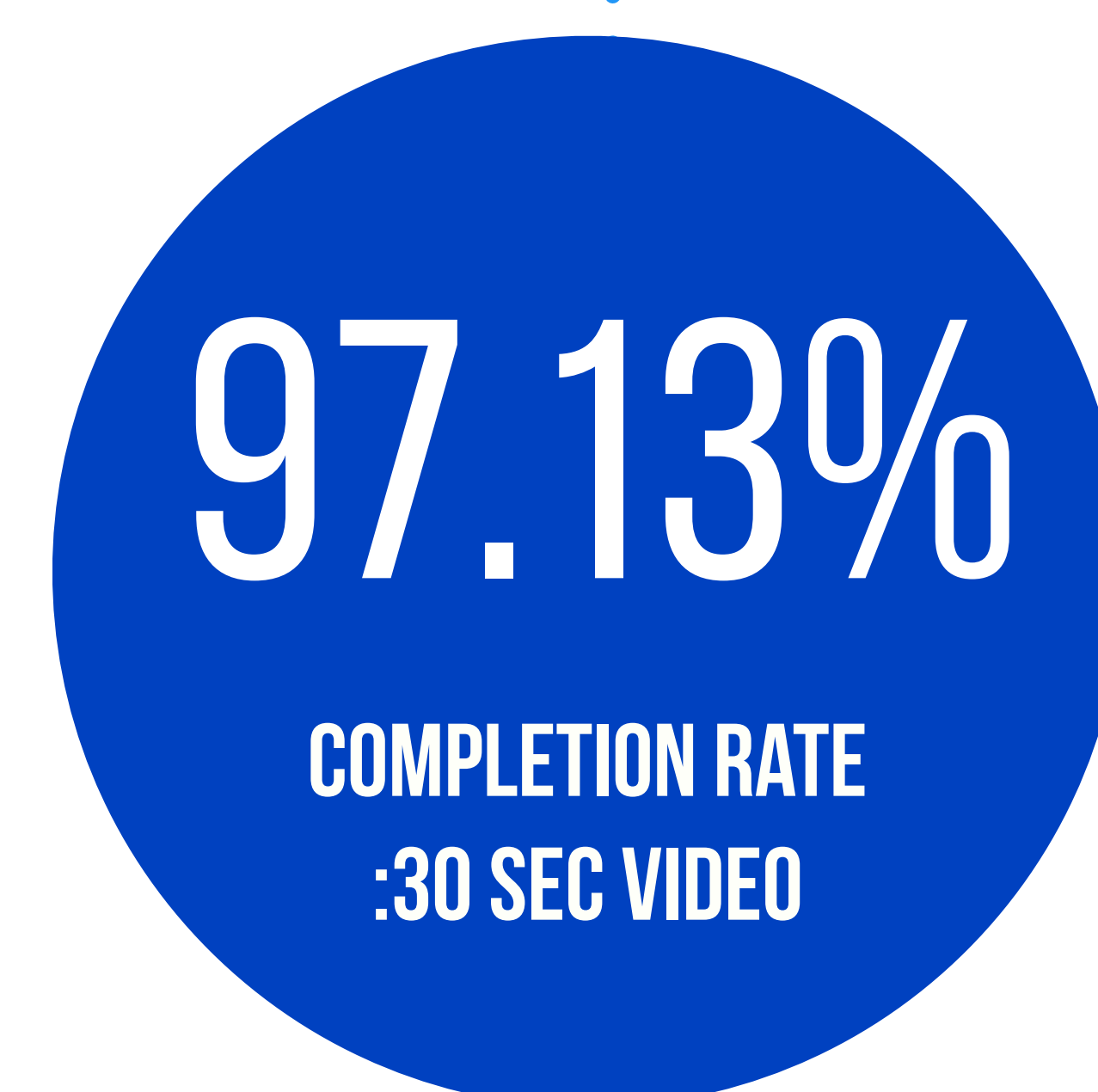
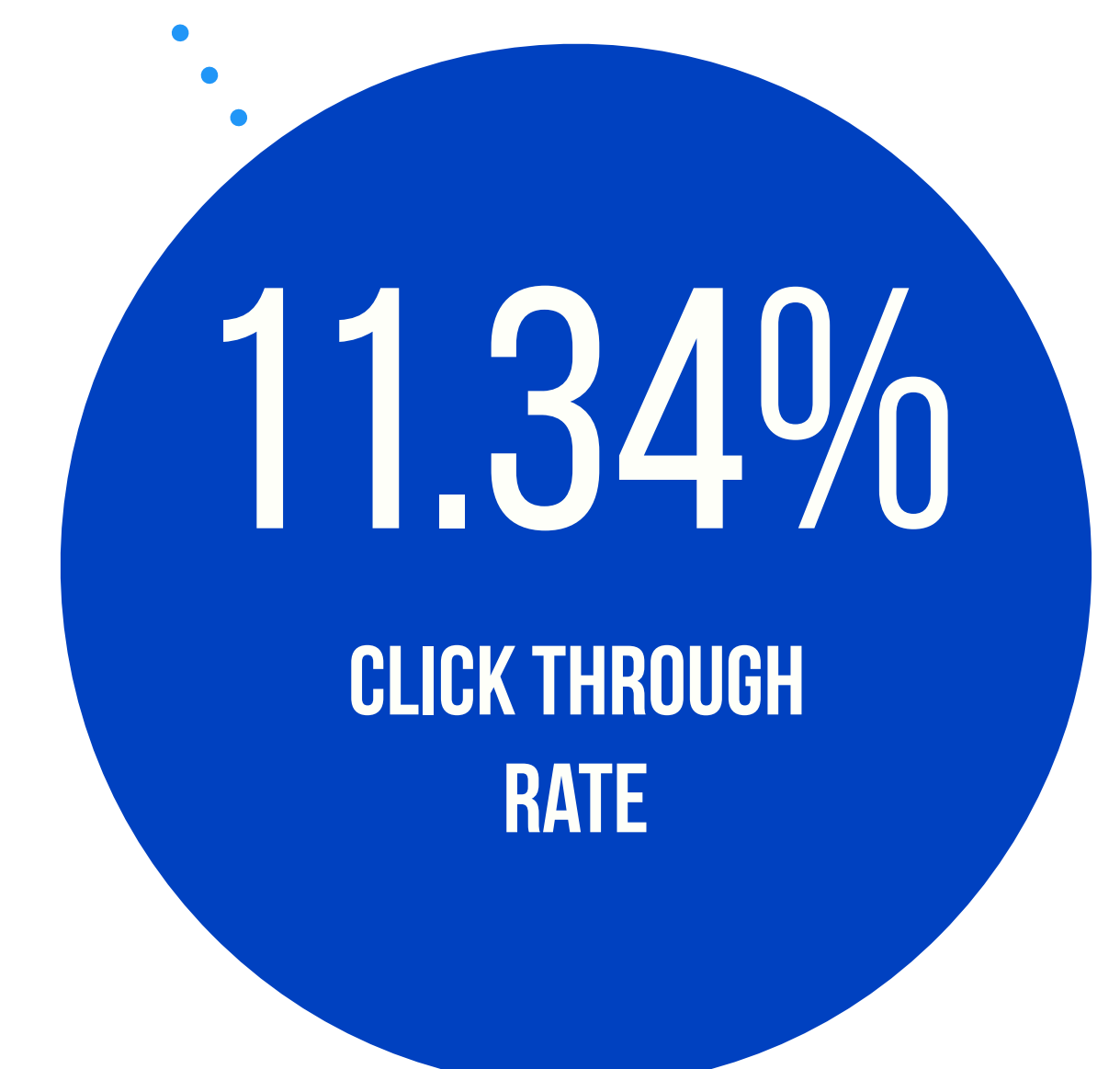
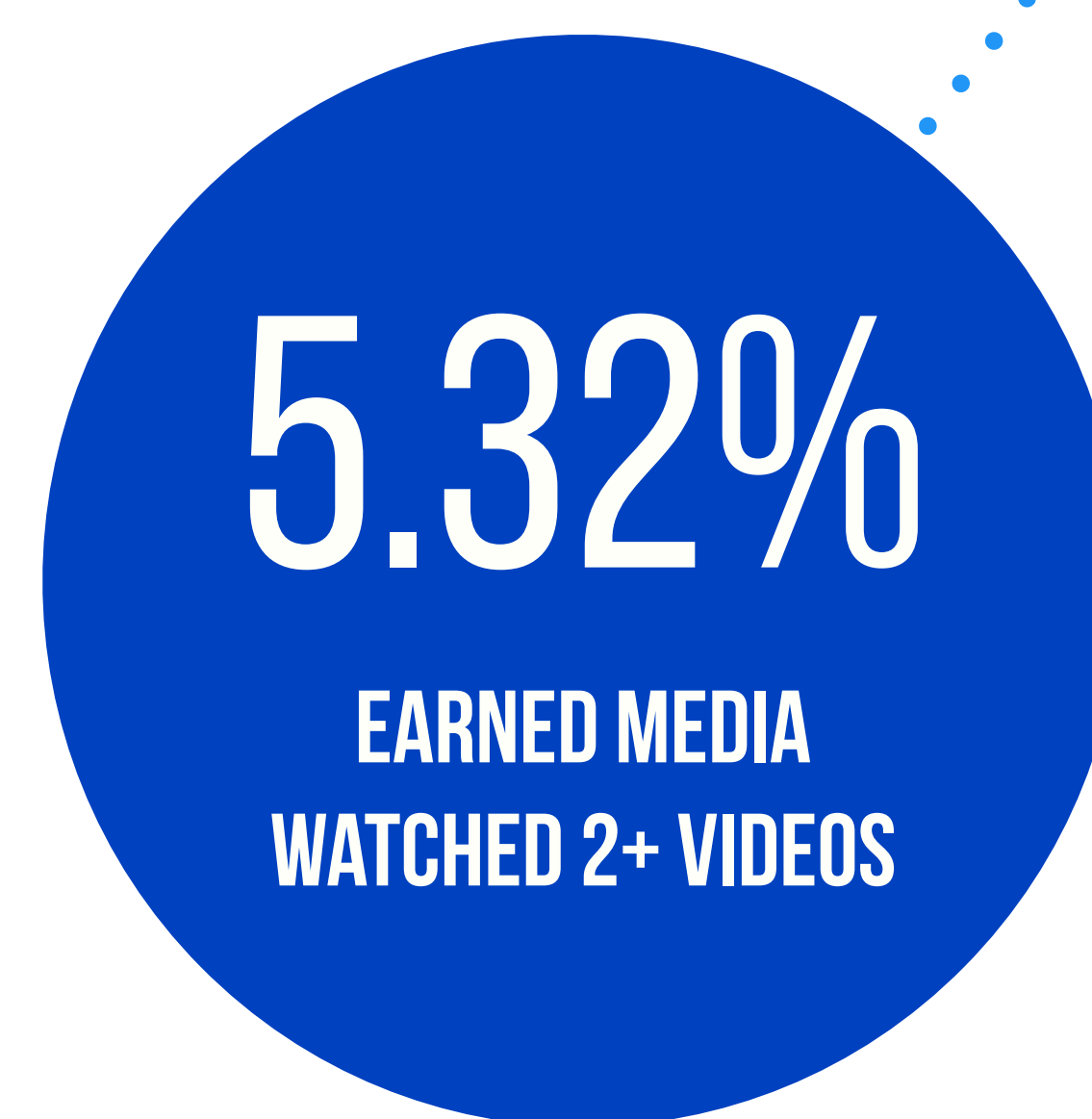
The company used the **Video Explorer Engagement Card** to show additional content in a video carousel at the end of each video. This helped the client earn additional views and turn **paid media into earned media**. The brand tailored the experience to the buyer journey by serving awareness-focused videos to a broader audience and promoting branded videos through the cards.



### Campaign Results

With ViralGains, the client achieved **757,513 30s views** and a **97.13% completion rate**.

**5.32% of the viewers** who were exposed to a **Video Explorer Engagement Card** chose to watch another video. Viewers who watched two or more videos showed stronger engagement overall with **16.86% higher CTRs** and **16% higher share rates**.



### Authentic Connections

With **Video Explorer Engagement Cards**, the company made the most of great creative, achieved deeper audience engagement, and got incremental value through earned media on top of paid media investments.

Contact us at [hello@viralgains.com](mailto:hello@viralgains.com) to request a meeting.

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