

Case Study: Manufacturing

International oil manufacturer uses behavioral targeting on Guardian.co.uk to help educate consumers about how to reduce CO2 emissions.

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Objective:

To educate car owners and frequent car drivers about how the oil manufacturer is working to reduce CO2 emissions, and get them to register for its program.

Solution:

The energy company launched a campaign on Guardian.co.uk to raise awareness of the company's new environmental initiative. In addition to a run-of-channel buy, the oil company used behavioral targeting to ensure that its target audience would be reached. Guardian.co.uk uses the Audience Science Targeting Platform™ to offer behavioral targeting on its Web site.

Goals

- Educate people about how the company is working to reduce CO₂ emissions
- Drive awareness of the company's environmental campaign
- Track brand favorability and intent to sign up for the initiative

Results:

In a study conducted by Dynamic Logic, run of channel was compared to behavioral targeting to evaluate the effectiveness of targeted media placements at educating consumers about carbon-neutral issues.

Not only was behaviorally targeted advertising found to be more effective than run of channel at reaching citizens who are 'very concerned' about the impact of vehicle CO₂ emissions on the environment, but conversions were much higher as well. By utilizing behavioral targeting on Guardian.uk.com, the oil manufacturer reached its target audience effectively, and that audience was found to agree that the company is empowering people to help make a more positive impact on the environment by helping drivers neutralize their carbon emissions.

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