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UNIVERSAL MUSIC GROUP

Universal Music

ARIANA GRANDE

Using our Social Listening tool, we were able to establish the top countries by volume of mentions to see where Ariana Grande already resonated well, and where the gaps in the market lay.

We utilised Facebook native video page posts to engage users in a seamless experience within their Facebook newsfeeds and then directed them offsite to purchase the album if they liked what they'd heard.

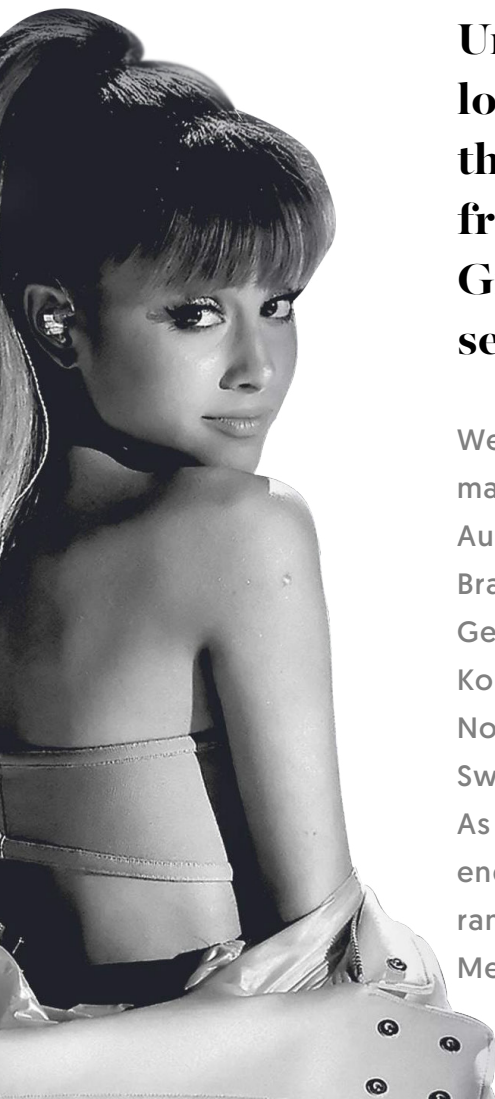
Universal Music were looking to promote the latest album from pop star Ariana Grande across a selection of markets.

We ran activity in 18 different markets:

Australia, Austria, Belgium, Brazil, Denmark, Finland, France, Germany, Italy, Japan, South Korea, Mexico, Netherlands, Norway, Spain, Sweden, Switzerland and the UK.

As the key objectives were engagement and awareness we ran across Facebook and Rich Media Display.

Targeting was segmented into users that were affiliated with artists that were similar to Ariana Grande, Pop and Hip Hop Interest segments and fans of the Ariana Grande Facebook page. This way we ensured we were reaching out to prospective fans as well as engaging existing enthusiasts. Grande Facebook page. This way we ensured we were reaching out to prospective fans as well as engaging existing enthusiasts. existing enthusiasts.



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FACEBOOK RESULTS //

Impressive click to view rate of 94%.

Brazil and Mexico delivered outstanding results with the CPV below £0.03 and the highest engagement levels across all markets.

Japan and Finland delivered the lowest volume of video views however the CPV still came in below Facebook benchmarks and delivered an engagement rate of over 6%.

13% of views either liked the brand page, commented or shared the post.

We always look at new and innovative solutions to present to our clients, we utilised rich media lightbox formats for Ariana Grande which allowed users to choose to watch a video of their choice and then click offsite to purchase the album.

DISPLAY RESULTS //

Brazil and Mexico drove the highest level of engagement at the lowest CPE, however markets that had not performed as strongly across Facebook were much stronger across the Google Display Network.

Cost per video view was 75% below our target.

