



Case Study: HTC

Vendor name: Omnicom Media Group Programmatic and TVTY

Brand name: HTC

Market: UK, France and Germany

Vertical: Mobile and Telecoms

Business type: Agency

HTC, one of the world's largest mobile device suppliers, wanted its digital marketing activity to promote awareness and drive sales of its new M9 smartphone. The company, in partnership with OMG Programmatic, a global leader in programmatic media buying, decided to launch a pioneering 'moment marketing' campaign with TVTY, the Moment Marketing Company.

With so many marketing messages delivered to consumers every day, it's more important than ever for brands to be 'in the moment' when it comes to their marketing message. HTC understood that meant delivering powerful messages in real time, that connect with people at the key moments when they reach for their smartphone or tablet to check the web or interact on social media. This is moment marketing - the ability to instantly tailor your online advertising to what's going on in the offline world.

Given HTC's goal and OMG Programmatic's holistic approach to campaign planning, an opportunity was identified to connect the planned TV activity and UEFA sponsorships with a real-time programmatic activation. Through TVTY's proprietary moment marketing technology, HTC was able to automatically synchronise their digital marketing campaigns with the most relevant offline moments to bolster brand awareness, engagement and drive online campaign performance. For HTC, these moments were during its TV ads and when its competitors' TV ads were being aired. As HTC is also big sponsor of the UEFA Champions League, the campaign ran during key in-game moments. The campaign ran from 12th May – 15th June 2015 across the UK, France and Germany.

The campaign saw outstanding results. Specifically, a 100% increase in click through rates and a 47% reduction in cost per clicks.

The campaign was split into three key parts:

1. TV ads sync

HTC's M9 TV ads were detected by TVTY and used as a trigger to launch its online advertising campaigns in real-time through OMG Programmatic's selected buying tool to amplify reach and maximise impact with second screeners. Through TVTY, OMG Programmatic team monitored over 40 national broadcasters and detected over 400 HTC M9 TV ads. When the TV ads were on air, TVTY passed a signal to OMG Programmatic in real-time which automatically launched its programmatic display activity. TVTY's strategy team suggested that synced ads remain live for 15 minutes, as previous findings showed that this was the ideal sync period.

2. Competitor TV ads sync

Using TVTY monitoring capabilities, OMG Programmatic also monitored HTC's competitors TV ads and synchronised its online advertising campaigns with them in real-time to counter their effects and capture their audience. Over 5000 competitor TV ads were detected.



3. Champions League sync

Using TVTY's Sport sync feature, OMG Programmatic launched HTC's online campaigns in real-time during six specific in-game moments of the Champions League semi-finals and final. By doing so, HTC was able to capitalise on the emotional moments that matter most to fans and further leverage its sponsorship of the competition.