

Case Study | Interactive Content



“We had a goal to help Nando’s and Manhattan Fish Market to promote their brands with interactive content such as quizzes.”

Interactive formats provide for value for the user by creating a two-way dialogue – enabling a personalized, user-focused experience from start to finish.



The Strategy

- Nando's and Manhattan Fish Market ran their campaigns with an advertorial content along with an interactive content, and Facebook in their respective publisher sites – Oh!Media and World of Buzz.
- Both the brands created a quiz as a way to engage with audiences in a deeper level
- Most users loved the fact that the quiz made the content more engaging – it encouraged them to click on the link and engage with the ad.
- These campaigns ran in Cost Per Read (CPR) on Innity's Content Network.



Nando's

Results from publisher's website – Oh! Media

Total participant of 630

Performance	Article 1 (Contest)	Article 2
Total Reads	6,945	11,442
Average Time Spent	172 seconds	75 seconds
Average CTR	13.82%	22%



For article 1, as it's a contest, we can see that the average time spent is much longer as it requires users to stay on to create the "pantun".

We achieve a total of **18,387 reads** for **2 article** and manage to lower the **CPR from RM1 to RM0.82**.



Nando's

Results from Facebook

Nando's managed to reach more than 500k people on Facebook for both article

Performance	Article 1 (Contest)	Article 2
Total Shares on FB	282	96

Looking at the results, it shows that content with contest has higher engagement rate where users are more likely to share and ask their friends to participate as well.

Oh! Media

Ini dia beza antara kawan dan kawan baik. Yang nombor 5 tu paling selalu berlaku! Geramm sangat.

Betul ke korang kawan yang baik? Lihat respon berbeza 6 situasi ini!

Korang jangan ingat kawan dan kawan baik tu adalah sama tau! Of cos tak sama walaupun bunyinya macam sama.

OHMEDIA.MY

263,889 people reached

1.8K 60 Comments 96 Shares



Manhattan Fish Market

Results from publisher's website – World of Buzz



Total Page View: 21,502
Total Read: 5,502



Average Time Spent : 45 seconds



Total Clicks: 2,716



Manhattan Fish Market

Facebook and Quiz Results



Total Shares on FB: 1.5K+

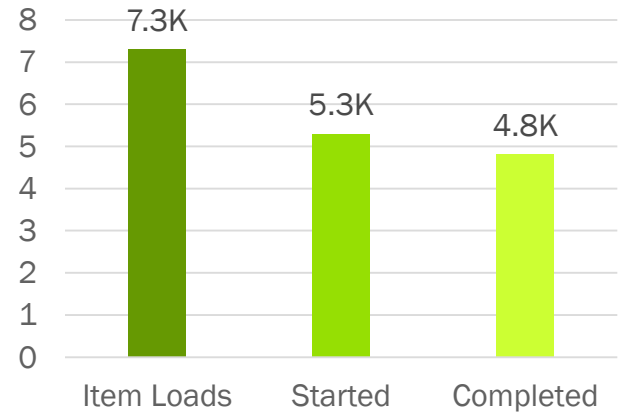


Total Reached on FB: 95,418



Average Time Spent on Quiz: 1:44 minutes

Item Completion Flow



Mani Sheen Did you know that this is an Ad for The Manhattan fish market?? They simply entertain you then get to the good stuff :l nice idea tho world of buzz

Like · Reply · 2 · May 22 at 9:12am

↳ 2 Replies

Reshmi M Ads are getting smarter and smarter~

Like · Reply · 7 · May 19 at 8:07am

Geetha Manoj play this quiz & let me know what you people have got!

Like · Reply · 3 · May 19 at 2:43pm

↳ 4 Replies

