Nomination: 18585

Generating More Clicks with Weather-Triggered Programmatic Ads in Home Credit Philippines' Summer Campaign

Page: General Information

Name of Organization / Company

Home Credit Philippines

Logo

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Web Site Address

https://www.homecredit.ph/ (https://www.homecredit.ph/)

Page: Entry Information

Entry Title

Generating More Clicks with Weather-Triggered Programmatic Ads in Home Credit Philippines' Summer Campaign

Category

E01 - E12 - Award for Innovation in Marketing > E07. Award for Innovation in Product Placement

Submission Format

An Essay of up to 625 Words

Essay

SUMMARY: To make its programmatic content stand out from the clutter, Home Credit Philippines used weather-triggered placements in its ads for the Summer Campaign, "Summer You Dasurv!", which ran from April 1 to May 29, 2023. Cooling commodities like air conditioners were shown when the weather exceeded 32-C, gadgets like mobile phones and laptops were exposed when temperature hit 31-C or less, while entertainment appliances and bedroom commodities were shown for ads after 6PM. This successful experiment in ad placements gave weather-triggered ads higher Click-Thru Rate (CTA) of 0.13%, which is 63% better than the industry standard of 0.08%, and 2x higher versus regular ads which averaged at 0.06%.

THE PROBLEM: Statista.com reports that there was an estimated 130 million pesos increase in total programmatic ad spends from brands in the Philippines from 2022 to 2023. This is only a portion of the increasing trend which saw programmatic ad spends grow three folds from 2017 to 2023. Content clutter in the programmatic space is making it more difficult for brands and their messages to stand out, leading to a decline in click-throughs.

THE GOAL: To conclude that Home Credit's ads stood out from the competition and generated more traction, the ads should perform better than the industry standard CTR (Click-Through Rate) of 0.08%, and to score better CTA versus the regular programmatic displays.

THE STRATEGY: Apart from providing excellent content which most brands have been doing by deploying rich texts formats in their campaigns, Home Credit Philippines decided to make their programmatic placements more needs-sensitive and relevant; directly responding to what the audience think and feel at a predicted time that they are online, on their devices, and exposed to the ads.

THE METHODOLOGY: For Home Credit Philippines' Summer Campaign "Summer You Dasury", the company used weather-triggered ads (WTA) for the first time. The company's top loan commodities were divided into three categories, which will be showed in three different segments that are based on temperature and time of the day.

(See Table 1 attached.)

Home Credit partnered with an external agency for the campaign's technical execution. Selection of which ad category to show would depend on the temperature in the location of the targeted audience, and the time of the day, which were detected by the device being used.

For comparison, the Weather-Triggered Ads ran side by side with regular programmatic displays that highlighted all the commodities and are shown regularly regardless of the temperature and time.

THE RESULTS: The Weather-Triggered Ads not only outperformed the regular ads. The ads also scored a CTA of 0.13% which is above the benchmark of 0.08%. The click-through rate is twice better compared to the regular ads' CTA of 0.06%.

(For easy read of results, see Table 2 attached.)

By being responsive to what the target audience may feel and need that very moment the ads were shown, the weather-triggered ads were successful in lifting click-through rate for Home Credit Philippine's Summer Campaign: "Summer You Dasurv".

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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File 2

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File 9

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File 10

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URL 2
URL 3
URL 4
URL 5
URL 6
URL 7
URL 8
URL 9
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