

Case Study

Continental

Continental ranks among the top 5 automotive suppliers worldwide. As a supplier of brake systems, systems and components for powertrains and chassis, instrumentation, infotainment solutions, vehicle electronics, tires and technical elastomers, Continental contributes to enhanced driving safety and global climate protection. Continental is also a competent partner in networked automobile communication.

Continental partnered with AdFalcon to promote its product in the market place by driving its video TVC among the respective target audience to drive brand recall and purchase intent. AdFalcon's video solution "In-stream video" was the recommended video solution to meet the objective.



Case Study - Continental

Campaign Objectives



Promote the continental TV commercial on the mobile channel to the respective target audience.

Duration



1 Month

Measurements






Measuring video views and video completion rate

Case Study - Continental

Solution

AdFalcon utilized the In-Stream mobile video solution to promote the video on its top ranking premium mobile apps in the UAE which provided maximum local reach and video views.

Measurements

 Number of impressions served during the campaign	+84,000
 Total Average CTR	2.55%
 Video Completion Rate	85%

Case Study - Continental

Screenshot

