



About Intesa Sanpaolo

- Intesa Sanpaolo is among the top banking groups in the euro zone.
- Intesa Sanpaolo is the leader in Italy in all business areas (retail, corporate, and wealth management). The Group offers its services to 11.1 million customers through a network of approximately 4,400 branches.
- Intesa Sanpaolo participate as Official Banking Partner at Expo Milano 2015.
- Official Youtube channel: <https://www.youtube.com/user/intesasanpaolo>

Intesa Sanpaolo Video Blast: more than half million unique viewers in 1 day

GOAL

Intesa Sanpaolo as **Official Global Partner** of Expo Milano 2015 will have a dedicated area within the Exhibition Site. The pavilion is called Waterstone, a structure between tradition and innovation that respects the environment, that will host **400 growing companies** and a variety of musical, artistic and intellectual events in the six months of the universal exhibition.

Intesa Sanpaolo's overall campaign objective is to increase brand awareness by communicating the partnership with Expo Milano 2015, increase visitors to their pavilion and contribute to the success of the universal exhibition.

As several events will be organized at Intesa Sanpaolo's pavilion (250 social events and 80 cultural events), they need support of specific campaigns in order to reach a broad range of people in a very short timeframe. Intesa Sanpaolo was interested in finding a Video cost effective solution with the aim of driving awareness, high reach and views quickly with a mass audience in one place; driving users engagement and increasing the number of public views of their official YouTube channel was also crucial for them.

APPROACH & SOLUTION

Intesa Sanpaolo created several high quality short videos (20sec ca.), all uploaded on their official Youtube Brand Channel in the section "Expo Milano 2015"; each video shows the main events hosted at the Waterstone pavilion and they are all part of the online marketing video strategy, that will last for all the Expo 180 days period.

In order to get very high reach and boost the visibility over a very short period of time, the YouTube Video Blast campaign was simply the perfect solution: it's a 1 day video campaign which combines the very high reach of YouTube, first worldwide video platform, with several benefit of the TrueView InStream format.

The advertiser has the possibility to run video-ads with very high exposure being sure to maintain cost per view at benchmark level, because only 1 advertiser per day is allowed to run this type of campaign. The frequency cap is set at 3 in order to avoid over exposure of video and maximize reach.

By using TrueView ads you also reach both efficiency and engagement: it's a cost per view media where customer have a choice to view or skip your InStream Video Ads. Giving someone the choice to skip leads to 75% more engagement than if the video as autoplay.

For the Video Blast campaign, Intesa Sanpaolo decided to go for the Video "Sharing Arts - Piano City Milano", which shows a short clip of the musical performance performed by twelve grand pianos in front of The Waterstone: twelve musicians, six men and six women, in evening dress, play simultaneously, as a big vocal chorus, creating an absolutely unique event, characterized by simultaneous, alternate and opposite rhythmic progressions.



RESULTS

Using YouTube has been a winning decision. Overall, the results of the Video Blast were impressive: campaign achieved in 1 day more than 4,3 million impressions cross device, 625,000 complete views.

The reach was exceptional: Video reached 2,76 million unique impressions which resulted in 511,000 unique engaged viewers that choose to watch the entire video. The estimate share of voice registered was around 40%. The campaign ensured a very high exposure managing to obtained a final cost per view aligned with the industry benchmark.

Last but not least, this 1-day innovative campaign engaged a large number of users to visit Intesa Sanpaolo's Expo website - www.expo.intesasanpaolo.com in the specific day: 74% of visitors were driven by YouTube.

This campaign was just a part of Intesa Sanpaolo's "Expo Milano 2015 partnership" video campaign. MEC and Intesa Sanpaolo have in fact enforced the Video Blast with a TrueView video campaign that will be live for all the universal exhibition period. Awareness and Ad-recall of this campaign will be measured via Google Brand Lift Survey that has been activated.