

StackAdapt Success Story

Zeno Group Spreads An Environmentally-Conscious Message for a Multinational Brand



Summary

In an upper funnel awareness campaign for Scotts Miracle-Gro, Zeno Group worked with StackAdapt to help their client drive user awareness and impact public perception of the Scotts Miracle-Gro brand. With the challenge of altering the misconception that Scotts was a non-environmentally conscious company, this campaign aimed to positively impact consumer perception by reinforcing Scotts' new "GroMoreGood" messaging. The result of the campaign drove over 7.6M impressions, a high video completion rate (VCR), a cost-efficient CPM and impactful results from their brand lift study.

Background



Zeno Group is an award-winning globally integrated communications agency, born from PR, operating across North America, Europe, and Asia. They thrive at the intersection of brand and corporate reputation, helping to solve today's business challenges for their clients.



Scotts Miracle-Gro is multinational corporation that manufactures and sells consumer lawn, garden and pest control products. As one of America's most trusted companies, they embrace their responsibility to create a better life for their associates and their consumers.



Jorge Cordova

Vice President of Paid Media, Zeno Group

"We wanted to make a splash for Scotts Miracle-Gro in a way that was non-intrusive and impactful, all while getting users to think about this brand in a new way," says **Jorge Cordova, Vice President of Paid Media at Zeno Group**. "Leveraging video and CTV through StackAdapt not only satisfied our needs, but our reach was even greater than expected as our eCPM came in just below \$20. We were able to spread our client's messaging efficiently, and loved how we could measure consumer perception so easily as a second layer of performance measurement."

Challenge

Zeno Group was looking to drive a positive impact on consumer perception and drive awareness for the Scotts Miracle-Gro's brand with the "GroMoreGood" value & messaging. Historically, Scotts had been misinterpreted as being non-environmentally friendly, and the Zeno Group stepped in to change that.

Strategy

To achieve the goals of their campaign, StackAdapt and Zeno Group planned to leverage video and connected TV (CTV) channels in order to drive an impactful brand message with various 6s-45s videos. Through these channels, they planned to focus on the "GroMoreGood" messaging and leverage the length of the video completions as the main KPI to assess campaign performance. Additional to these metrics, they planned a brand lift study to assess the impact on consumer perception from data-backed insights.

Prospecting

In order to maximize user reach, Zeno Group leveraged behavioural Interest and Intent segments, as well as demographic and 3rd-party audience segments, available in the StackAdapt Third-Party Catalogue. They targeted the following audience groups:



Parents



Millennials



Homeowners



Interest in Lawn and Garden Care



Interest in Environmentalism

Brand Lift Study



Through one of StackAdapt's third-party attribution partners, Comscore, Zeno Group was able to assess the effectiveness of their StackAdapt ads by surveying a control and exposed group of users. Some examples of their surveys can be seen below:

1ClickSurvey

Which brand, if any, uses the following message in their advertising?
"GroMoreGood Everywhere"

Scotts Miracle-Gro

Brand A

Brand B

Not Sure

ClickSurvey

Scotts Miracle-Gro is a good, trustworthy company

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Scotts Miracle-Gro provides products that work safely with the environment

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Execution

While the campaign was in-market, Zeno Group leveraged video and CTV channels to drive awareness for Scotts Miracle-Gro. Like any successful programmatic campaign, timely optimizations were crucial to hitting key performance indicators (KPIs). Zeno Group and StackAdapt made frequent optimizations to capitalize on good performance — including adjusting campaign parameters such as creatives, supply sources, and domains.

Zeno Group and the StackAdapt team utilized the following optimization strategies throughout the campaign lifespan:

Creatives

Testing different ad variations and focusing efforts on top performing creatives was a focus for Zeno Group. Various video formats and creative were A/B tested, such as native video vs. in-stream and video copy vs. no copy.

Bid Factors

Zeno Group utilized their in-platform insights to determine the top performing time of day for their ads. From there, they chose to spend more budget during the time periods which drove the best performance.

Supply Sources and Domains

Leveraging reporting insights to assess domain and supply source performance, Zeno Group pulled the right levers in order to capitalize on top performance.

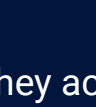
Results

Through their brand lift study, Zeno Group was able to confirm that their StackAdapt campaign (on desktop) significantly impacted the perception of consumers on Scotts Miracle-Gro as much as 25.6 points compared to the pre-launch period:

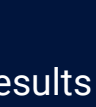
	Control %	Exposed %	Pt. Change
Brand Attributes	(n=104)	(n=57)	
Is a good, trustworthy company	34.0	59.6	+25.6
Provides products that work safely with the environment	33.0	47.4	+14.4
Has a positive impact on local communities	28.9	42.1	+13.2

Additional to their positive increase in brand perception, Zeno Group exceeded Scotts Miracle-Gro's goals of VCR and efficient CPM overall, while driving strong awareness of the brand and their new messaging to their audience.

They achieved the following results from their StackAdapt campaign:



VCR
79%



CTR
0.21%



eCPCV
\$0.03



eCPM
\$19.46

"It was clear to us from the brand lift study that our ads drove measurable impact," says **Jorge Cordova, VP of Media at Zeno Group**. "Being able to present our standard campaign stats with additional data that proved our impact on consumer perceptions provided immense value for our client. We see a lot of potential in driving awareness campaigns with StackAdapt and look forward to continuing our partnership together!"