

Brand: Huawei

Sector: Technology

Digital Budget: Rather not say

Primary Objective: Awareness

Formats Used: Video

Background and Overview:

Throughout the pandemic, wearable tech became even more prevalent—driven by heightened interest surrounding health and wellness and increased demand for audio tech at home. The market was exploding and competition was fierce, with worldwide spending on wearable devices totaling \$69 billion in 2020.

Huawei partnered with Wavemaker UK and Captify to spearhead expansion into the emerging wearable tech space and shift consumer perceptions of Huawei as solely a telco brand.

Through a unique search-powered video campaign, Huawei cut through market competition and connected its new wearable and audio tech product range (HUAWEI Watch Fit, HUAWEI Watch GT2 Pro, and HUAWEI FreeBuds Pro) with new audiences—powering a 2x search uplift for Huawei's products.

What was the role of digital within the media mix?

As part of Wavemaker UK's integrated plan, Captify built a range of search-powered custom audiences—tapping into search signals to identify and reach in-market audiences and consumers during real-time moments of intent, such as replacing tech.

Captify's award-winning Creative Studio developed a search-powered video strategy to connect with these audiences and drive awareness of Huawei's products, whilst delivering a truly engaging experience.

An interactive branded video canvas with an audience-controlled product carousel was built for HUAWEI Watch Fit—driving high impact and engagement at scale. Standard video was utilised for HUAWEI Watch GT2 Pro and HUAWEI FreeBuds Pro—increasing efficiency and brand recall.



What results did you attain? What was the biggest achievement?

The campaign powered strong performance, outperforming all KPIs including 1.4x click-through-rate and more than 75% viewability.

Search Intelligence drove a 2x search uplift for Huawei's products, with post-campaign analysis revealing that audiences were actively searching for features of all products—demonstrating evolved consumer perceptions and a deeper association between Huawei and the wearable tech space.

“Working with Captify enabled us to craft a sophisticated, dynamic audience matrix for the launch of our new wearable and audio product range. With Captify's technology, we built a range of search-powered audiences with an affinity, interest, and intent linked to the unique attributes of each of our products. The approach allowed us to drive a more hyper-relevant experience for consumers, which delivered a brand uplift and perception evolution overall.”

- Daniela Badalan, Senior Digital Marketing Manager, Huawei UK

What's the killer headline?

Connecting Huawei's wearable and audio tech products with smart audiences through search-powered video