

IG campaign generates brand favorability & consideration with VDX.tv's TV Magnify & Video Magnify



Overview

IG is the world's top provider of CFDs and spread betting and a global leader in forex. With its "In the market for more" campaign, the financial services company sought to generate awareness and engagement and drive brand favourability and consideration among target audiences.

IG partnered with VDX.tv on a high-impact campaign and interactive video ad units that would invite in-market audiences to learn more about IG and its services. A brand lift study with Cint was conducted to assess the effectiveness of the ads on measures like brand favourability, consideration and intent.



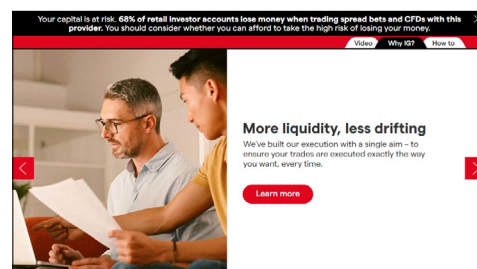
Campaign Details

VDX.tv developed a series of video ad units that would optimally showcase the IG brand and "In the market for more" messaging across CTV, OTT, desktop and mobile placements. The foundation of each ad unit comprised of IG's compelling video creative against a custom branded canvas. Interaction was introduced within the CTV unit through a QR code users could scan to learn more, while two interactive tabs were included in the desktop and mobile units, enabling consumers to browse through educational info galleries. A responsible targeting approach based on audience interests, behaviours and channels ensured that ads were targeted to users only deemed appropriate to use IG's products and services. VDX.tv's TV Magnify and Video Magnify solutions were used to deliver the ads in a way that would drive attention through high-impact CTV and OTT placements, and further amplify video messaging through interactive experiences on desktop and mobile.

Creative Features

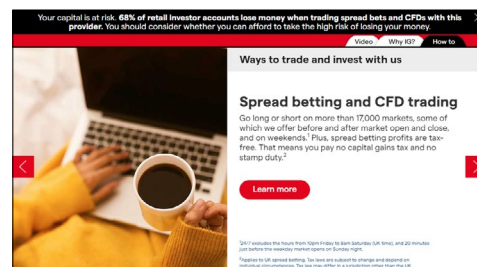
"WHY IG" TAB

Information gallery displayed IG key differentiators that consumers could explore. This tab received a high level of interaction, showing that users were interested in IG's unique offerings.



"HOW TO" TAB

A second info gallery featured education about ways to trade and invest with IG.

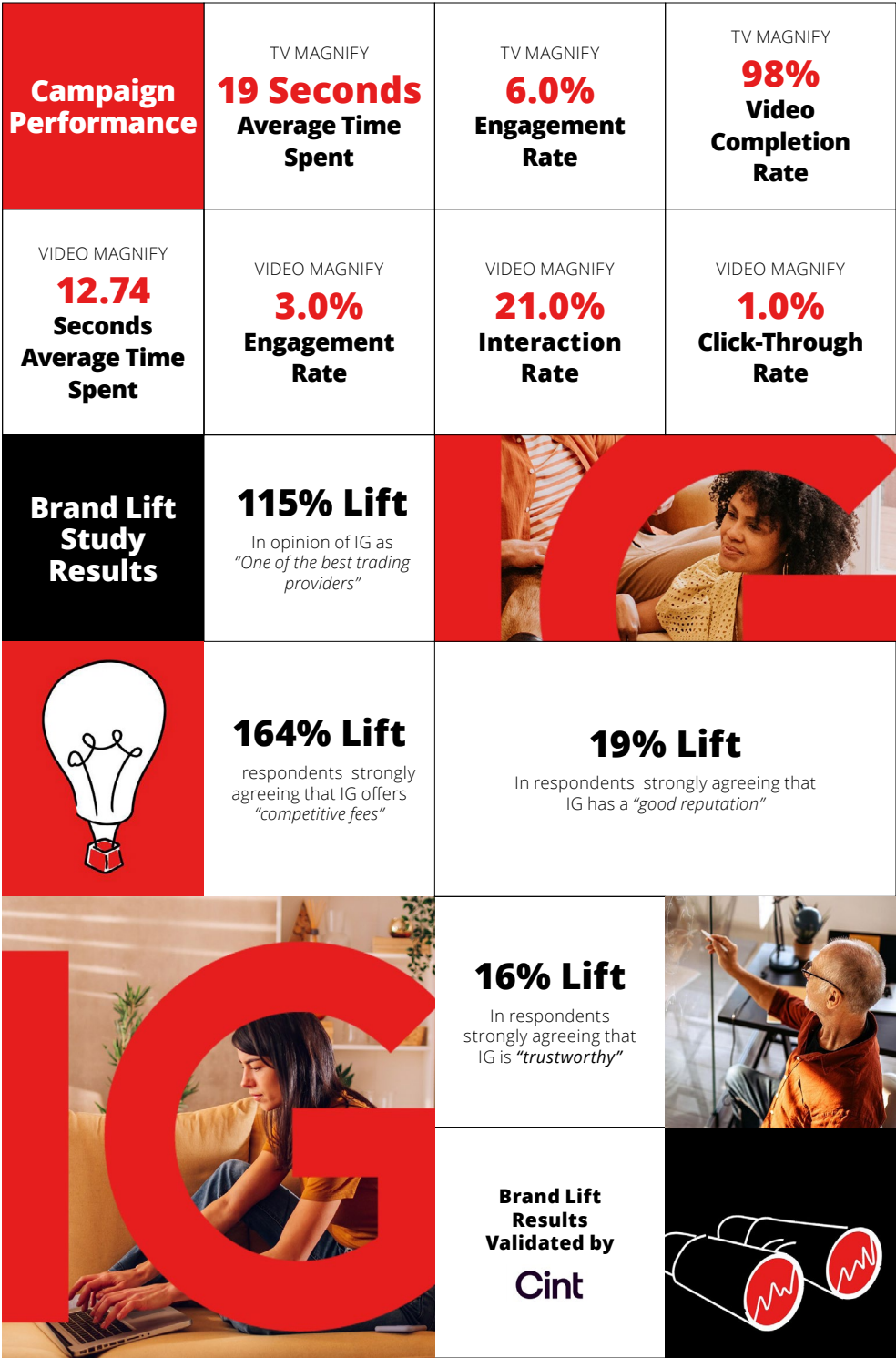


Brand Lift Study

The Cint brand lift study that was conducted during the IG campaign specifically focused on finance-savvy individuals, aged 25-65, who trade stocks or other securities online or through a mobile app. The survey-based study (400 respondents) compared responses from a control group (not shown VDX ad) versus an exposed group (shown the VDX ad), to measure changes in brand favorability, consideration, and intent after VDX ad exposure. Respondents were asked questions like, "Thinking about your own trading needs, what is your overall opinion of IG?" and "Which of these brands would you consider using for CFDs, stocks and share dealing and spread betting in the future?" Respondents were also asked to provide their opinion on statements about IG.

Results

The video-driven campaign for IG was not only impactful, but effective, in driving awareness and consideration. In addition to campaign performance metrics meeting or surpassing benchmarks, the brand lift study results provided further evidence that the video ads were resonating with target audiences and generate positive consumer sentiment toward the IG brand.



"We partnered with VDX.tv to raise brand awareness and consideration through CTV and online video, and we couldn't be happier with the results achieved by their TV Magnify solution. VDX.tv's innovative approach allows us to retarget users who have engaged with the CTV and reinforce the message in all household devices with an interactive online video format.

Throughout our collaboration, the VDX.tv team has been incredibly helpful, responsive, and quick to address our needs. Their professionalism and expertise have made the entire process seamless and enjoyable. We are thrilled with the campaign's performance and the increased brand visibility it has generated. Working with VDX.tv has been a pleasure, and we look forward to future opportunities to leverage their cutting-edge solutions for success."

-Manuel Barbero, Head of Acquisition and Media, IG Group