

## Case Study

# Cathay Pacific

## Bespoke Great Wall



### Objectives

Enhance Cathay Pacific brand awareness within target audience.

Encourage target audience to consider Cathay Pacific when booking travel.

### Ideas

Provide an alternative view of China that challenges existing expectations by revealing a more attractive, accurate representation of China.

Visually showcase interesting and enticing scenes of the landscape, history and people of China via images and branded video content.

### Solution

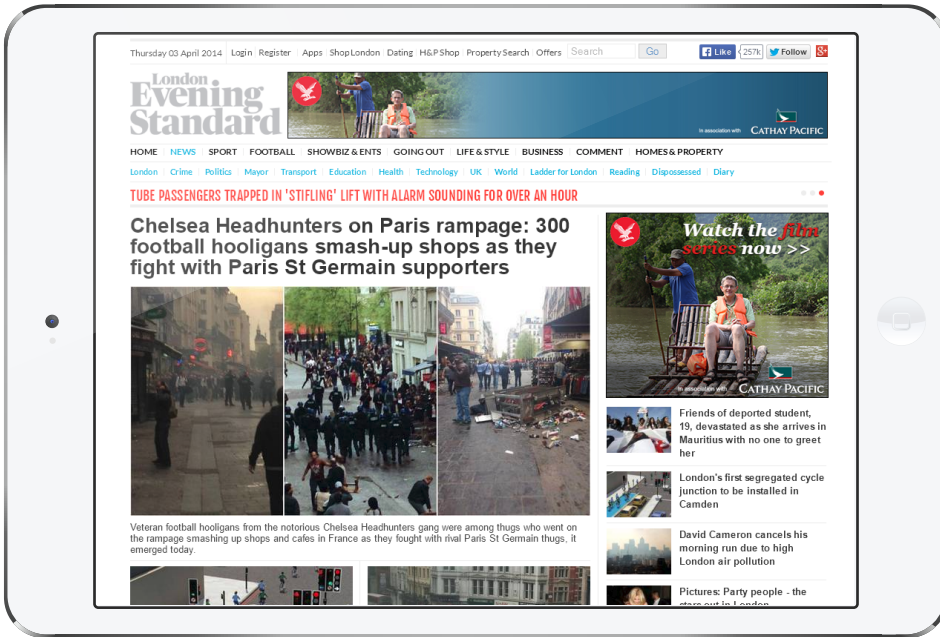
**Format:** Bespoke Great Wall created by Adform Production.

**Device:** Desktop, tablet; **Placement:** Run of sites.

The Great Wall is a beautiful image gallery that includes branded video content, photographs, flight info etc. It includes a Carousel which allows the viewer to scroll left or right to access more content and shows off the undiscovered, or hidden side, of China for Cathay Pacific. The unit starts as a Leaderboard or MPU and expands into the Great Wall after clicking or mousing over for 3 seconds.

[Click here](#) to see the campaign on our Creative Space.

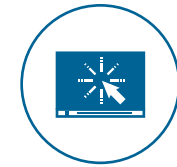
# Results



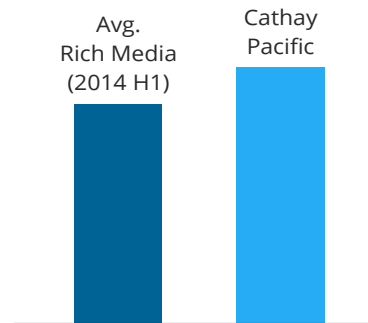
**2.28%  
Engagement  
Rate**



**9.8 secs  
Average  
Engagement Time**



**0.15%  
CTR**



## Engagement Rate

Engagement rate is 17% higher than Average Engagement Rate for Rich Media formats for travel brands according to Adform Rich Media Benchmark report H1 2014.

“ Adform exceeded our expectations in every area. Every brand should be jumping on the brand format bandwagon. If not, they should reconsider their digital advertising strategy - these formats are the future ”

**Ollie Presswell, Digital Campaign Strategist,  
The Independent and The London Evening Standard**