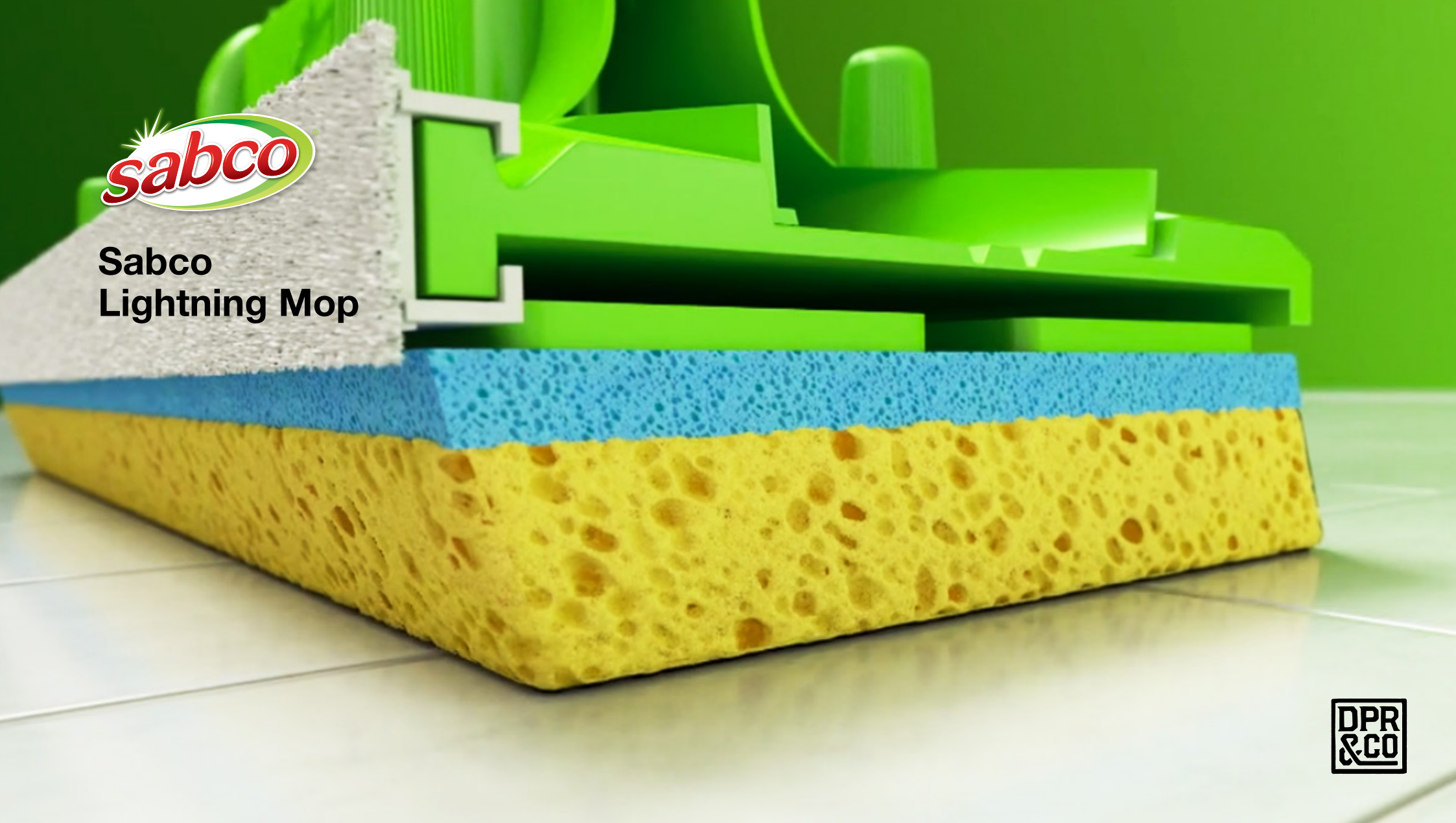




Sabco
Lightning Mop





Sabco Lightning Mop

Demonstrates.

- High-level integrated campaign capability
- Expertise in digital media strategy
- Brand revitalisation and creative
- Refined skills in audience targeting

The challenge.

While being a customer favorite over generations, Sabco was looking to further improve product longevity – particularly regarding the adhesion of its laminated sponge head. After exhaustive product development and testing, a new technology had been developed that not only increased the robustness of the product, but further increased its effectiveness. Our brief was to relaunch the new look mop and its refill packs, encouraging loyal and new audiences to learn more about the product on the Sabco site.

NEW Lightning mop

2 Layer Technology

- *Stronger hold*
- *More durable*
- *Time after time*

sabco **keep it clean**



Click to play video
<https://vimeo.com/637690843>



Sabco Lightning Mop

Our response.

Creative developed for the campaign included:

- 30 and 15 sec OLV/TVC
- Display campaign assets
- Facebook assets

Media

With a media strategy focussed on targeted programmatic digital display, paid social and YouTube activity, consumers who engaged with the ads were directed to the Sabco website where they had the opportunity to learn more about the Lightning Mop product. Insights gathered through the programmatic channel, enabled us to optimise the campaign through the entire campaign.





Sabco Lightning Mop

The result.

The Sabco Lightning Mop media campaign exceeded industry benchmarks across all channels. Paid social activity achieved an impressive click-through-rate of 1.14%, over 5 times the industry average of 0.22%. Through our programmatic display activation, we successfully delivered over 1 million impressions at a cost-efficient CPM of just \$10.

Following detailed campaign analysis, we were able to identify how our audience engaged with our variety of ad units over various devices. Through the data we collected, we grew a deeper understanding of how to engage our audience in the most effective and efficient way, with learnings from this campaign integrated into our future work for Sabco.

Client	Sabco
Product	Lightning Mop
Audience	Males/females 18-65
Channels	YouTube, paid social and display
Deliverables	Facebook video and carousel, display banners and YouTube video.
From brief to live	1 month
Performance	Through our digital media activity, we successfully served over 3 million targeted impressions to a highly targeted audience. Through our ability to track CTR and average time spent on the landing page we measured a significant uplift in engagement against client and industry benchmarks.

