

SUCCESS STORY

Caracol TV

Mother's day campaign 2016

CLIENT

Caracol Televisión is one of Colombia's leading media companies, characterized by the quality of its content and reputation as a family channel.



30M (x2)
VIDEO VIEWS

344K
POST LIKES

1,2M
POST ENGAGEMENT

OBJECTIVE

Caracol wanted to create another successful viral video campaign for Mother's day following the positive results the campaign Adglow had run for them in 2015. The goal of the campaign was to pay homage to mothers in Colombia and to surpass the 13M video views in the previous campaign.

STRATEGY

Adglow chose Video ads as the main ad format for the 2016 campaign. A large target audience of Colombian mums with specific interests and behaviours were selected for the greatest campaign reach.

Adglow optimized the campaign based on targets that showed the best results in order to increase alignment and reduce the costs.

To optimize the campaign effectively, A/B testing was implemented to test different target audiences according to their interests with the same ad format (video).

The platform used was Facebook through mobile and desktop News Feed.



"From a cost effective point of view, I consider Facebook to be one of the best digital platforms to reach your target audience. Facebook and Adglow have been a key part of our strategy for our Mother's day campaign. We are very pleased and satisfied with the results obtained!"

Juan Camilo Ortega Arango Brand Coordinator at Caracol TV

