

SUCCESS STORY

# Grupo VIPS

Using Instagram video ads to increase brand awareness

CLIENT

Grupo VIPS is a leader in the catering and trade sector in Spain. With over 350 establishments located in 19 Spanish provinces and one Portuguese province.

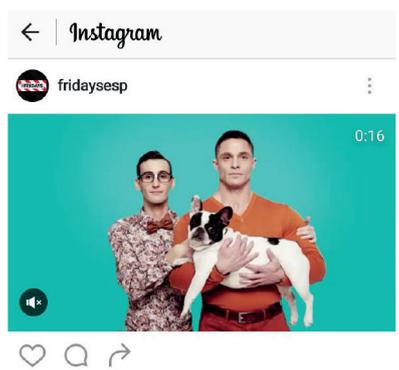


OBJECTIVE

Grupo VIPS wanted to increase their brand presence to a younger audience so they used short videos with the video ad format on Instagram to promote offers at 3 of their restaurant chains: Gino's, VIPS and FRIDAYS to increase their brand awareness.

STRATEGY

The campaign ran for 10 days with different videos for each restaurants brand and reached a younger demographic with Instagram's video format, resulting in strengthened brand awareness.



*"We always ask Adglow to support us with our media plans as we're fully confident in the strategy they develop and perform for us. They are very aware of active campaigns and give us new recommendations to help reach our campaign objectives. We value their expertise, budget optimisation and the speed at which they work – all essential in Social Media."*

Zoraida Pérez Social Media, Grupo VIPS