

IHG and Sojern Achieve a 48% VCR with the Innovative Video Lab Solution

Summary

IHG in the Middle East has partnered with Sojern for several years, and sought an innovative way to reach travellers looking to visit Saudi Arabia. Using Sojern's Video Lab solution, IHG created a beautiful, highly engaging Umrah video, that could then run across channels.

Results

48%

Video Completion Rate (VCR)

Engaged

in-market travellers with a new video creation solution

\$0.02

Cost Per View (CPV)

“ Video Lab was a great solution. We had great photos that were given an added appeal with animation, quickly, and inexpensively. And the fact that half of people who saw the ad, completed the view—to me, that's a very satisfying result.

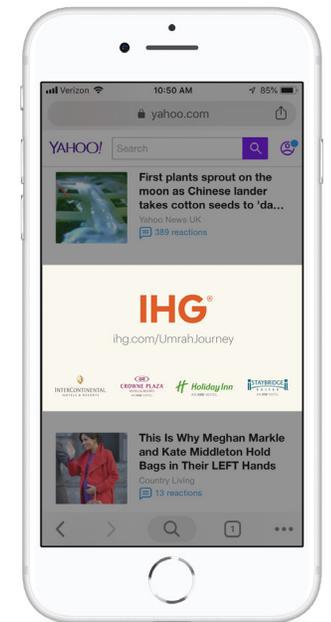
IHG

Angelo Vassiliades

Campaign Marketing Manager - India, Middle East & Africa

Solutions Used

- Video Lab



Video Ad Example on Mobile

About IHG

IHG is one of the world's leading hotel brands, whose purpose is to provide true hospitality for everyone. Their diverse portfolio of differentiated brands are well known and loved by millions of consumers around the world. IHG has the right hotel brand for both guests and owners, whatever their needs.

Challenges

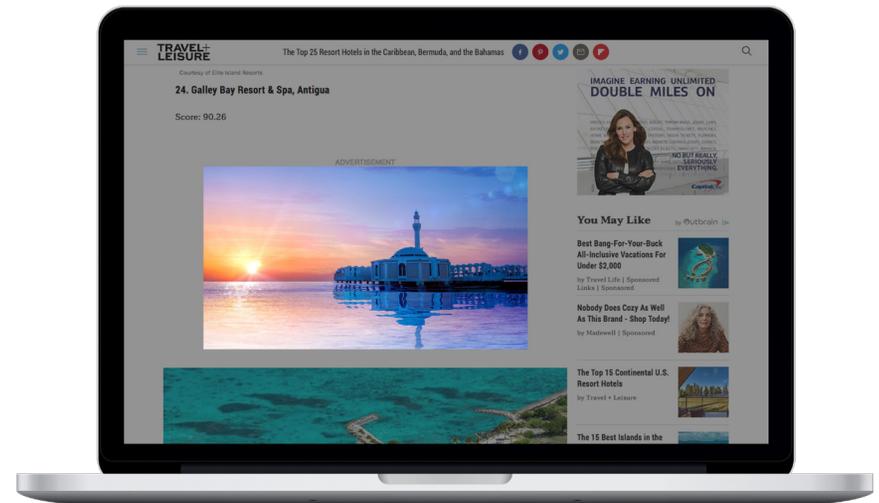
The IHG team has partnered with Sojern in the Middle East for more than three years, running highly-targeted online advertising campaigns. Religious tourism is a major reason for travel in the region. Umrah brings travellers into Saudi Arabia year-round, as Muslims make their pilgrimage to Mecca or Medinah. "We wanted to attract religious travellers to our properties in Saudi Arabia," says Angelo Vassiliades, Campaign Marketing Manager - India, Middle East & Africa, "and engage them in a more creative way."

Objectives

To reach Umrah travellers in a more creative way, IHG tested Video Lab. Video Lab is a quick and easy way to create video, without the cost or resources associate with typical video production. IHG provided multiple engaging static images, and Sojern's team added animation effects, transforming it into an engaging video that captures attention in a better way. Using Sojern's billions of travel search and booking intent signals, the finished video ran on pre-roll across the Google Display Network, reaching IHG's target audience of religious travellers. The team measured video completion rate as their success metric.

Results

The campaign, which ran from mid-September to the end of November 2018, delivered exceptional results. Nearly half of all users who were exposed to the ad, watched the full video. With a \$0.02 CPV, the asset managed to be a cost-effective way for IHG to reach their audience in an innovative way. "I think the asset that was put forward to customers was fantastic," continues Vassiliades, "the product that Sojern delivered very much met our expectations."



Video Ad Example on Desktop

Looking to test video, but don't have the assets? [Ask our team about Video Lab now.](#)