



# CAPTURING ATTENTION WITH SKYPE VIDEO

## MARKETING OBJECTIVE

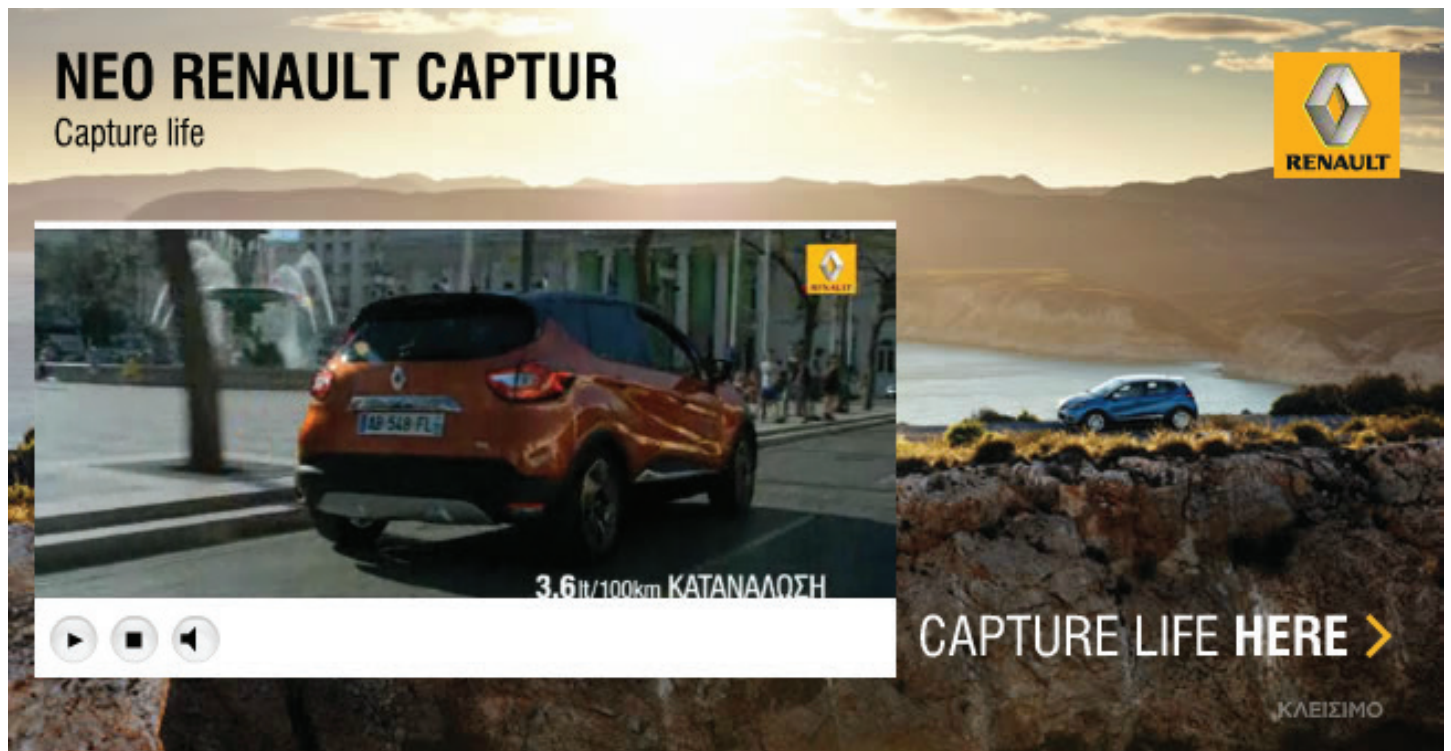
Having recently introduced “Renault Captur”, Renault wanted to communicate its all-new model and create a deeper connection with their target audience of 25-49 years old.

## SOLUTION

Research has shown that **Ad exposure on Skype drives**, on average, a **15% increase in brand favorability**. Therefore, ThinkDigital & Tempo OMD decided to integrate the TV spot of Renault Captur and run an **expandable video banner** (650x170) on the uncluttered homepage of Skype.

Whenever a user clicked on the banner, the **ad expanded into a video player** featuring Renault’s promo video that urged consumers to “capture life” with the new Renault Captur.

So, boosted by the fact that it was **the only advertiser on Skype’s homepage**, Renault was able to capture users’ attention



## RESULTS

### ENGAGEMENT

**0.35%**  
INTERACTION RATE

**32.76%**  
VIDEO COMPLETION RATE