

Helix Case Study

Location, interests, and
age-based brand
awareness campaign



Intro

HELIX Mexico – Hard Seltzer



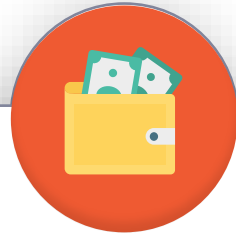
About

A cocktail drink brand based in Mexico. The product is mineral water-based, with a low alcohol level, contains a low number of calories and can be found in 4 a delicious fruity flavor and low in calories.

Campaign Goal

Two months campaign to raise brand awareness in 9 locations across Mexico in order to reach the highest number of residents and tourists that are interested in Mexico's night-life activities, parties, music festivals, concerts, social gatherings with friends in pubs, bars and clubs. The audience we focused on was people aged 18 to 35 years old.

Campaign Audience & Targeting



Budget

Originally \$20K, increased by the client to \$35K due to success.



Creative Types

Display, Native, Video- In-App & Mobile Web.



Location

13 Locations across Mexico



Age Range

18 to 35



Interest

Enjoy going out to parties, festivals and concerts

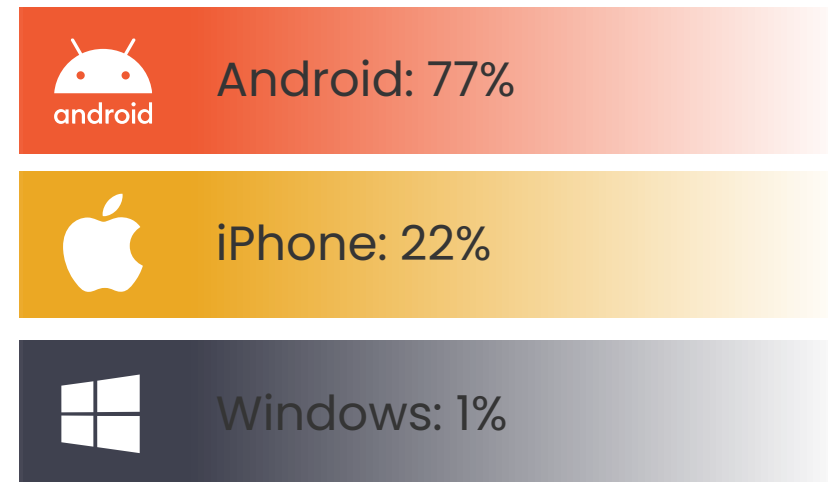
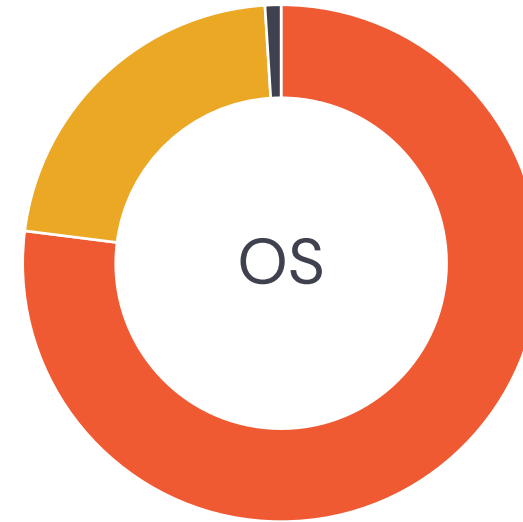
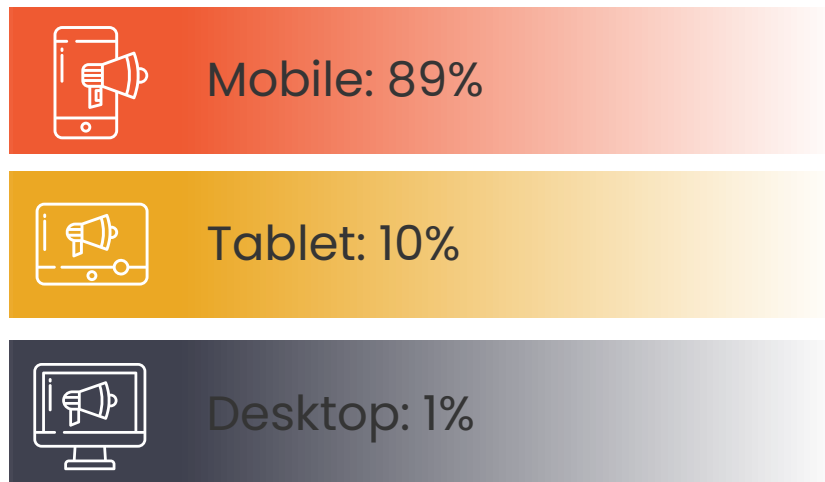
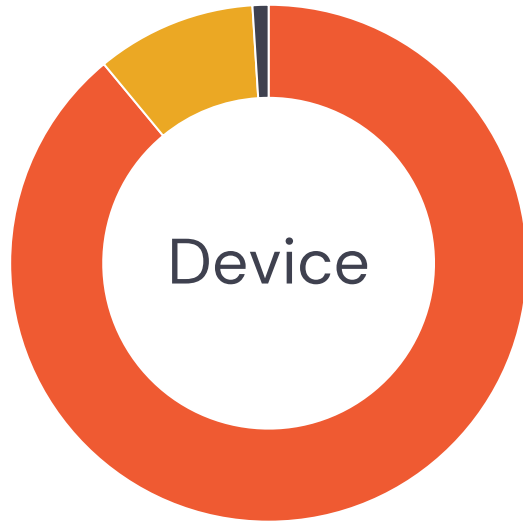
Results

Impressions	Clicks	CTR	eCPM	eCPC
+71 M	+2.4 M	0.34%	\$0.49	\$0.14

66% reduced cost per click rate

Decreased eCPM by 67%. From \$1.49 to \$0.49

Audience Technology Performance



Top Creative Sizes

Creative Performance

