

Client: **Palírna U Zeleného stromu a.s.**

About the client

Palírna U Zeleného stromu a.s. is a Czech business with global operations. It is the oldest documented European distillery, operating since 1518. The company's production portfolio includes brands such as Stará žitná myslivecká, Hanácká vodka, Blend 42 vodka, Heffron, Starorežná, Vaječný sen, Kleiner alongside other products – altogether a portfolio of more than a hundred items.



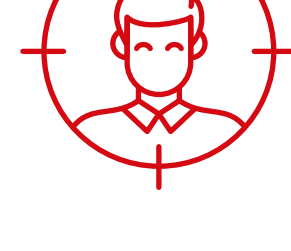
„We have created a high-quality product that is associated with the legacy of Czechoslovak legionnaires. The emotional connection of our customer with this strong backstory was one of the main goals of the campaign. In cooperation with Seznam, we chose a combination of content collaboration and display advertising to successfully tell our story in the online environment.“

Lucie LibraGroup Brand Manager & Media partner
Palírna U Zeleného stromu a.s.

Campaign goal



Last year, Palírna U Zeleného stromu introduced Heffron, its own brand of Panama rum. For promotion in the online environment, the client used video advertising, prestigious banner positions on the Seznam domains and content cooperation on the service's platform, **Seznam Native**. The visuals for the campaign were designed by the **Seznam in-house graphic design team**.



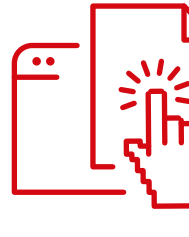
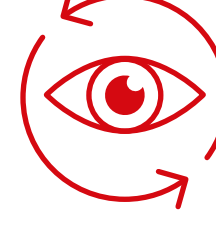
The results below focus on the RTB part. The goal of the RTB campaign was to introduce the new Heffron brand to consumers in the form of follow-up messages, and to fine-tune the frequency of reach from the guaranteed part of the campaign to the level requested by the client. The required average frequency of impressions was in the range of 7-10. The number of unique cookies that went through the entire "customer journey" was 1,333,693 by the end of the campaign (reported in the results as 'Storytelling reach').

KPI for RTB

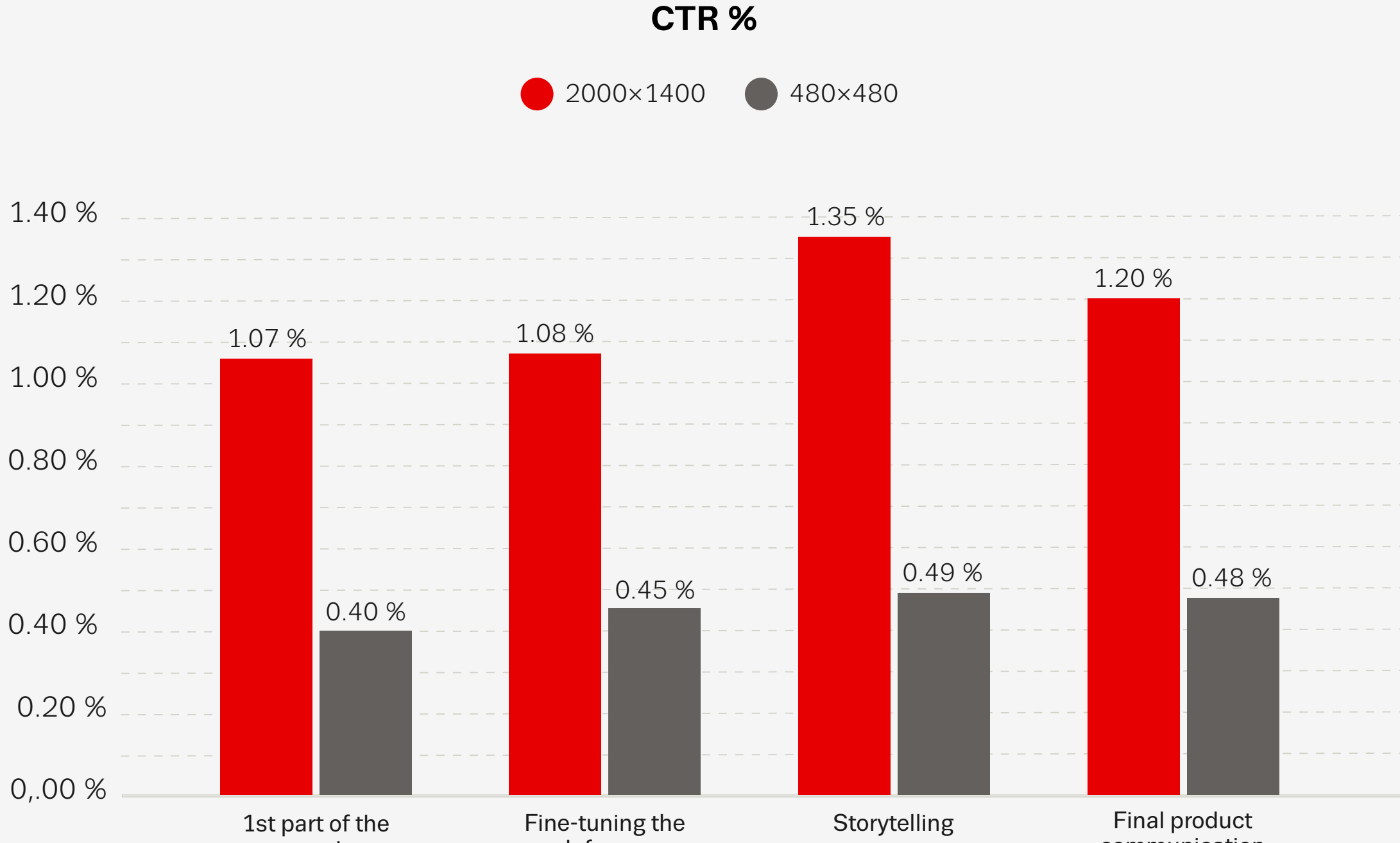


- ☒ Addressing the relevant target group
- ☒ Improving the reach frequency
- ☒ Follow-up communication (storytelling)

Results of the RTB campaign

**11,916,794**
Total impressions**1,333,693**
Storytelling reach**5,358,525**
Total reach

The campaign had several phases. **Programmatic buying** via RTB and a **guaranteed volume of space** were combined throughout. All ad impressions were measured using the **impression pixel**. Then we targeted users who had seen the video, branding or some form of banner with a RTB campaign and the advertising message, either to fine-tune up the frequency or to tell the story. For our Heffron campaign, a total of **27 segments** were created in our DMP which represented the different phases of the campaign and formats, etc. The backbone of the RTB campaign was branding and mobile square premium 480×480. The chart below shows the clickthrough rate in each phase of the campaign.



The final part of the campaign focused on supporting shopping behaviour. The visuals communicated the messages below. The most successful banner in terms of the click-through rate was the COLLECTOR EDITION with a direct button to assist purchase on the Alza.cz e-shop.

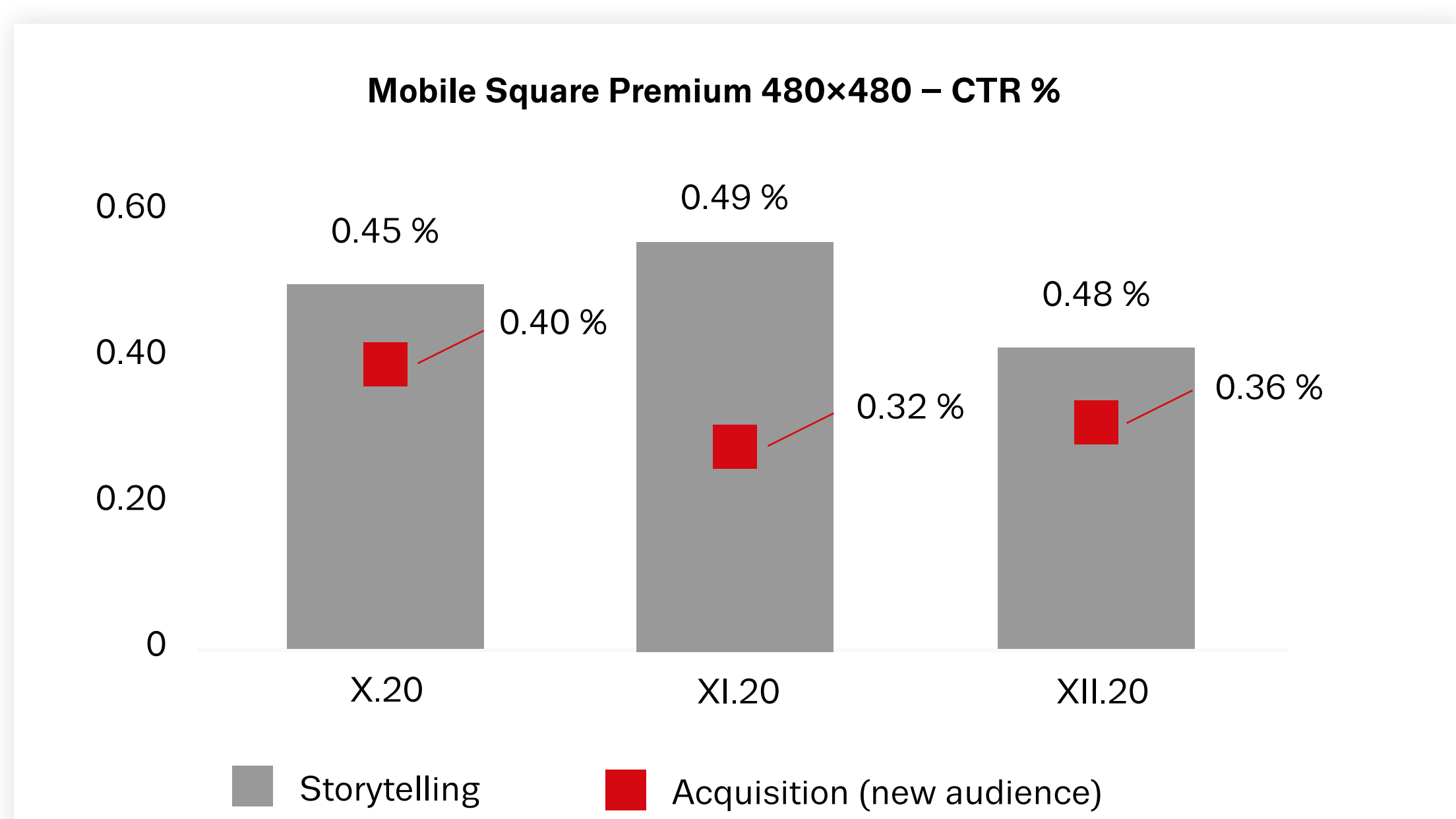


CTR 0.55 %



CTR 0.41 %

The chart below shows the reaction to individual visuals from users (from a CTR perspective) who had gone through some stage of the storytelling communication to the "brand" intervention. The storytelling column represents the audience which gradually, over time, went through the whole communication.



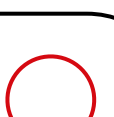
The campaign metrics revealed that users who had already been confronted with the campaign responded better in terms of clicks than the newly reached users. On the 480×480 mobile, this effect was observed throughout the campaign. Branding formats did not significantly show this effect.



„During the campaign, it turned out that users who had already met with the campaign responded better in terms of clicks than the newly reached users. On a 480×480 mobile, this effect was observed throughout the campaign. Branding formats did not significantly show this effect.“

Štěpán PatrovskýOnline marketing specialist
Palírna U Zeleného stromu a.s.

Conclusion



RTB played several roles in the campaign, including the remarketing of visitors of the target landing pages and the Seznam FUSION page „**A long-forgotten road to freedom**“. The results show that the effective fusion of individual communication strategies, and their use in subsequent communications, has a positive effect on the measured metrics. Another benefit of RTB deployment in online communication is the additional measurement of the overall reach for all strategies, removing the influence of the overlap of individual advertising systems.



Want to know more about the campaign?

Contact **Miloš Uldrich** or **Silvie Nováková**.