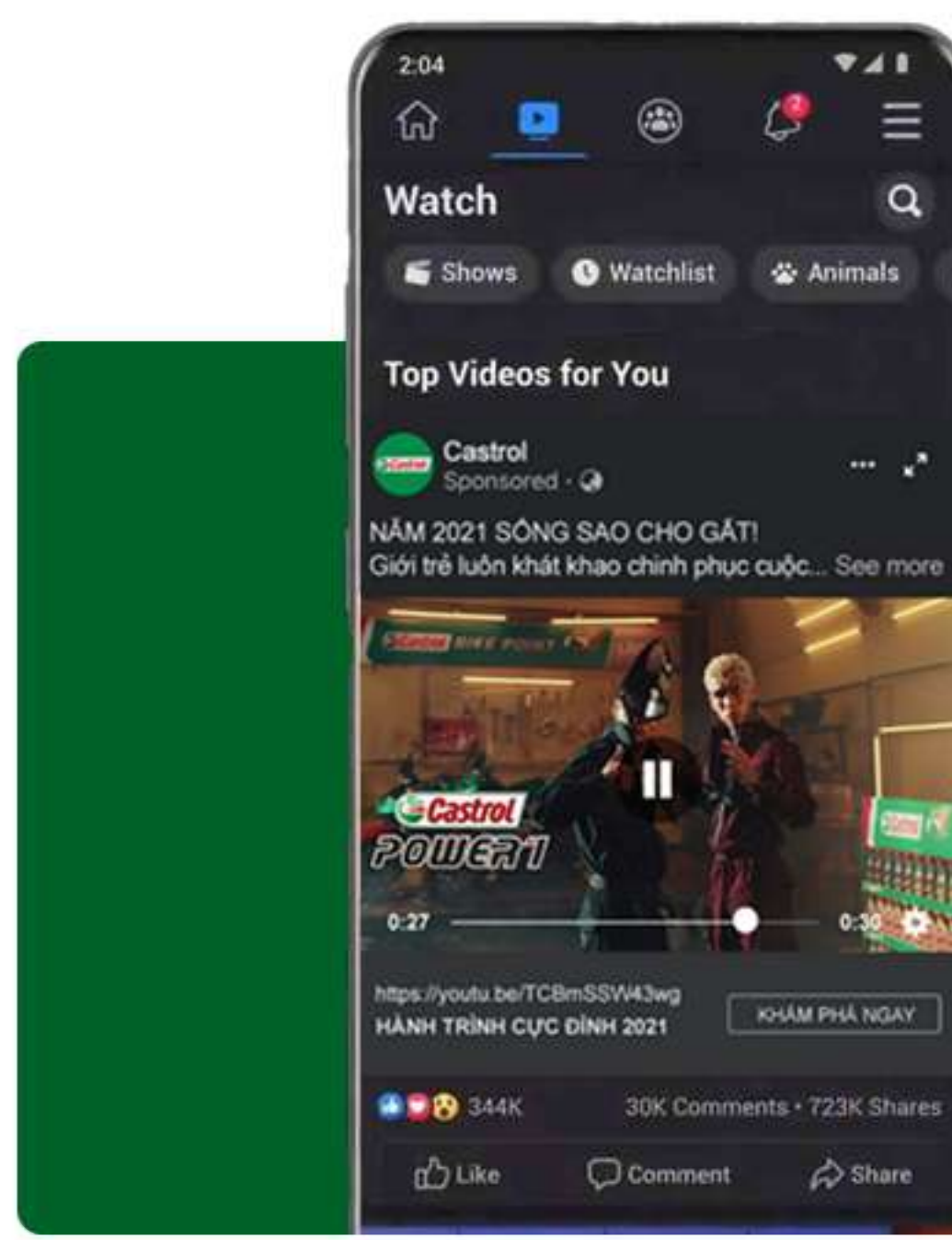


Castrol Builds Brand Relevance Through Tapping into Users' Interests in Real-time on Facebook, with Mirrors.



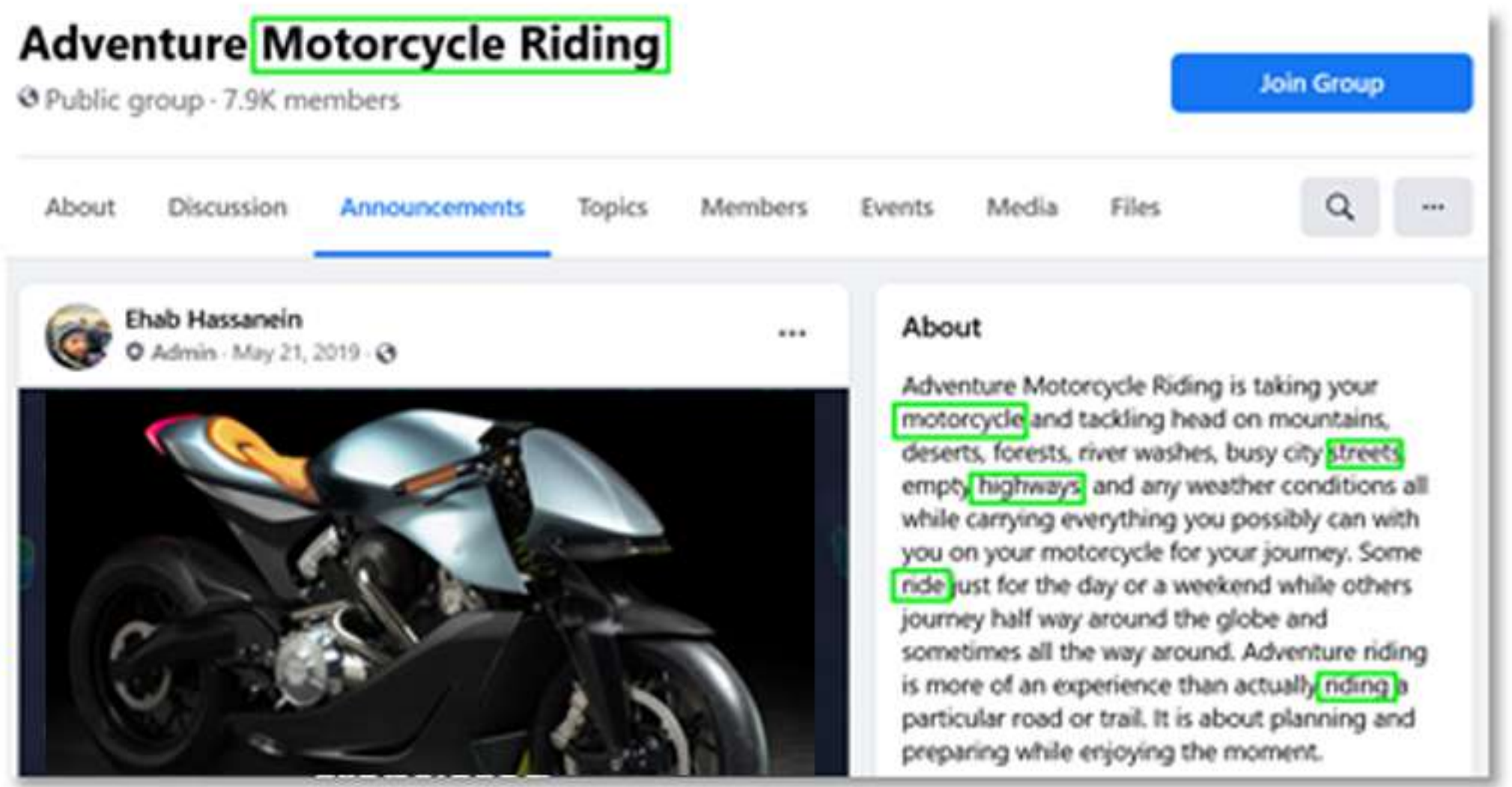
Their Story

Castrol wanted to tap into the fast-growing Facebook video audience to build top of mind awareness. The brand wanted to move beyond behavioural targeting and identify specific audiences who were engaging with interests (like motorbikes, cars and auto repair) in real-time - while positioning the brand as adventurous and fun.

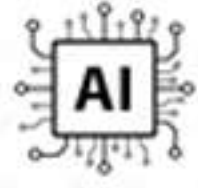


Our Solution

AI powered Mirrors enabled precise and nuanced video level targeting—that enabled Castrol to reach its target audience at contextually relevant moments. Resulting in higher engagement and lower ad waste vs. a blanket targeting approach.



AI Powered Brand Relevance



Mirrors' NLP and sentiment analysis algorithms browsed through thousands of pages to identify most context relevant pages related to nuanced categories like riding, racing, driving, auto repair and more.

Brand Safety & Precise Targeting



A dedicated local team manually browsed the filtered pages for top viewed videos in last 60 days, identifying pages that hosted relevant content. The team also created a blacklist for exclusion of undesired pages.

High Performing Video Content



Mirrors' co-related context with engagement metrics (likes, shares, comments, subscribers) to identify only high performing pages.

"Reaching the most relevant audience and ensuring brand safety are our top priorities on Facebook. Mirrors' intelligence served both of these needs and went a step ahead in helping the brand engage users during relevant video viewing moments, that created the right connection. we are very happy with the exceptional results this has created. Looking forward to more innovative ideas we can use in the future. "

Dai Vo - Castrol Client Lead, Mindshare, Vietnam

"Mirrors' unique capability helped us tap into the fast-growing Facebook video audience much more meaningfully. We connected with consumers during contextual moments that significantly increased the relevance of the message we wanted to convey, increasing the impact. We have used Mirrors for YouTube with similar results, and are excited to see how else we can use Mirrors' contextual capabilities going forward "

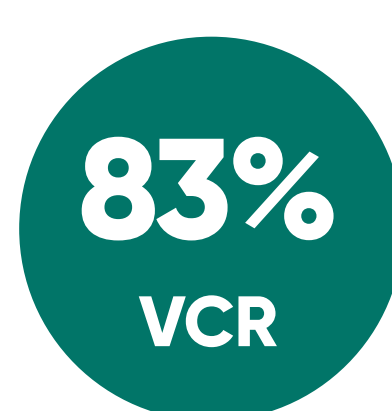
Rohit Talwar – Marketing Director, Castrol, Vietnam

Results

The campaign resulted was incredibly successful across both reach and engagement metrics vs. a blanket targeting approach.



Views Vs. benchmark



40% Higher Vs. benchmark