

DEFINITION 6 Finds Success With Video

DEFINITION 6's informative and engaging Prevent Cancer Foundation video campaign helped raise awareness to reduce the risks of cancer.



0.24%
Video CTR



\$0.03
CPCV (30 sec)



We felt this was an important message to get in front of as many individuals as possible for all 4 phases of the campaign. So being able to retarget individuals who watched the video through to completion, allowed us to keep up the campaign momentum.

— **Nicola Blount**

Vice President, Media Relations, DEFINITION 6

The Agency

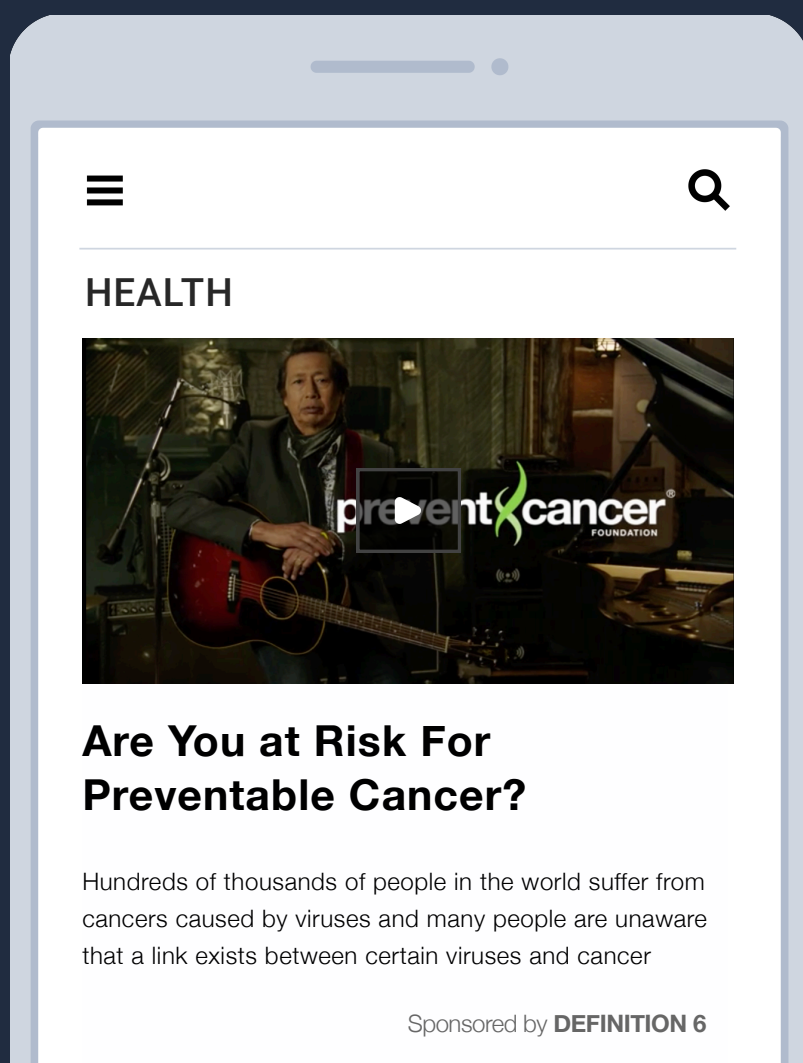
DEFINITION 6

DEFINITION 6 opened its doors in 1997 as a digital agency and has since expanded their digital services, enhanced their technological capabilities, and incorporated video production into their digital offerings in innovative ways. Winners of 23 Emmys, 19 Tellys, 17 PromaxBDAs, 4 Addys, 2 Webbys, 2 Shorty Awards, a Clio and more for creating compelling content and entertaining experiences that drive results.

The Client

preventcancer
FOUNDATION

The Prevent Cancer Foundation is the only U.S. based nonprofit organization, solely dedicated to cancer prevention and early detection. Their mission is saving lives across all populations through cancer prevention and early detection. Their vision is to Stop Cancer Before It Starts!®. Founded in 1985, they carry out their mission by focusing their work in the areas of research, education, outreach, and advocacy.



Execution

StackAdapt launched an awareness campaign, amplifying both a Spanish and English 30-second spot, and gathered those individuals who completed viewing the video. Upon completion, they were retargeted with a native ad during the 4 different phases of the campaign: Awareness, Risks, Getting Tested, and Prevention.



Using video as an ad format enabled us to reveal to viewers how the work we do can positively affect what matters most to our foundation. By distributing it through paid media channels we amplified our content and put it in front of more people, who might not have been exposed to this very important message.

— **Diane Tilton**

Campaign Manager, The Prevent Cancer Foundation

Result

Leveraging the effectiveness of amplifying video, coupled with retargeting for native, DEFINITION 6 was able to achieve a \$0.03 CPCV.