



Measuring Offline ROI for an Online Social Gaming Campaign



CHALLENGE

For the release of Disney/Pixar's *Cars 2*, SocialVibe created an interactive ad campaign within the social game CityVille, inviting players to choose their favorite character and participate in a rich media brand experience in return for virtual currency. The initial objective of the campaign was to create engagement with the brand content and drive connections to the brand's Facebook page. To show the real ROI of the campaign (ticket sales), however, SocialVibe sought a research plan that could go beyond just the direct click to buy a ticket within the engagement by capturing behavior outside of and beyond the online setting.

SOLUTION

SocialVibe partnered with KN Dimestore, combining Dimestore's unique ability to survey respondents in-game with SocialVibe's retargeting capabilities for a follow-up check-in. The design included 3 groups::

Control: Surveying CityVille players **before** they interacted with the *Cars 2* ad, to get a baseline assessment of their desire to see the movie;

Engaged: Surveying a sample of CityVille players after they interacted with the ad initially, to see if their interest in seeing the movie had changed since engaging with the ad; and

Retargeted two weeks after engaging: Surveying both Control and Engaged respondents to find out if they actually went to see the movie.

OUTCOME

The *Cars 2* campaign performed well on traditional brand metrics; interacting with the ad increased the intent to see the movie by 21% compared to an unexposed control group, and 24% of people clicked through to the brand's Facebook page. As expected, only a very small number of online tickets were sold directly via the link within the ad.

The followup survey 2 weeks later revealed, however, that 32% of people who engaged with the ad actually went to see the movie – a lift of 28% over people who had not interacted with the ads. Based on the size of the campaign, SocialVibe estimated that an additional 70,000 tickets were sold

as a result of the campaign, which translated into incremental revenue of \$700,000 at \$10 a ticket...*even if everyone went to the movies alone!*

TAKEAWAYS

The study showed that the campaign's benefits went beyond direct online sales, and that the influence of online campaigns in games – particularly for entertainment companies – can be quite substantial. The research also showcased the vast capabilities of in-game advertising companies to reach and re-contact visitors and players.

Finally, the study makes a strong case that KN Dimestore's extensive capabilities, combined with flexible in-game survey implementation, enable surveying and data collection designs that otherwise might be hard, if not impossible, to achieve. Since this project, KN Dimestore and SocialVibe have continued to work together, leveraging this three-stage solution on other campaigns.

TO LEARN MORE, CONTACT:

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