

Mirrors Delivers Unprecedented Impact Across SEA for Oreo's Spiderman Themed YouTube Campaign



By using AI powered in-video context detection for the most relevant ad placement targeting



BACKGROUND

Oreo partnered with Marvel for the 'Spiderman Far From Home' movie and released a special edition Spiderman themed pack of its biscuits.

Looking to capitalize on this partnership, Oreo wanted to use Spiderman's popularity to its advantage in pushing sales in SEA, a market where Oreo faces intense competition.



CAMPAIGN

Oreo was looking to target Spider man fans aged 13 years or above across the SEA region, through ad placement on YouTube videos that featured Spiderman-themed content.



CHALLENGE

SilverPush was to create a campaign that could capitalise on Oreo's core branding elements that shared similarities with Spider-Man - of being

youthful
optimistic
clever and playful



THE SILVERPUSH STRATEGY USING MIRRORS



AI powered contextual ad-vertisign platform for video advertising.

MIRRORS analysed over **600,000 videos** for scanning Spiderman-related contextual triggers in YouTube videos



Logo Detection
Spiderman logo detection targeted videos like DIY art projects, animation, trailers, and fan made content



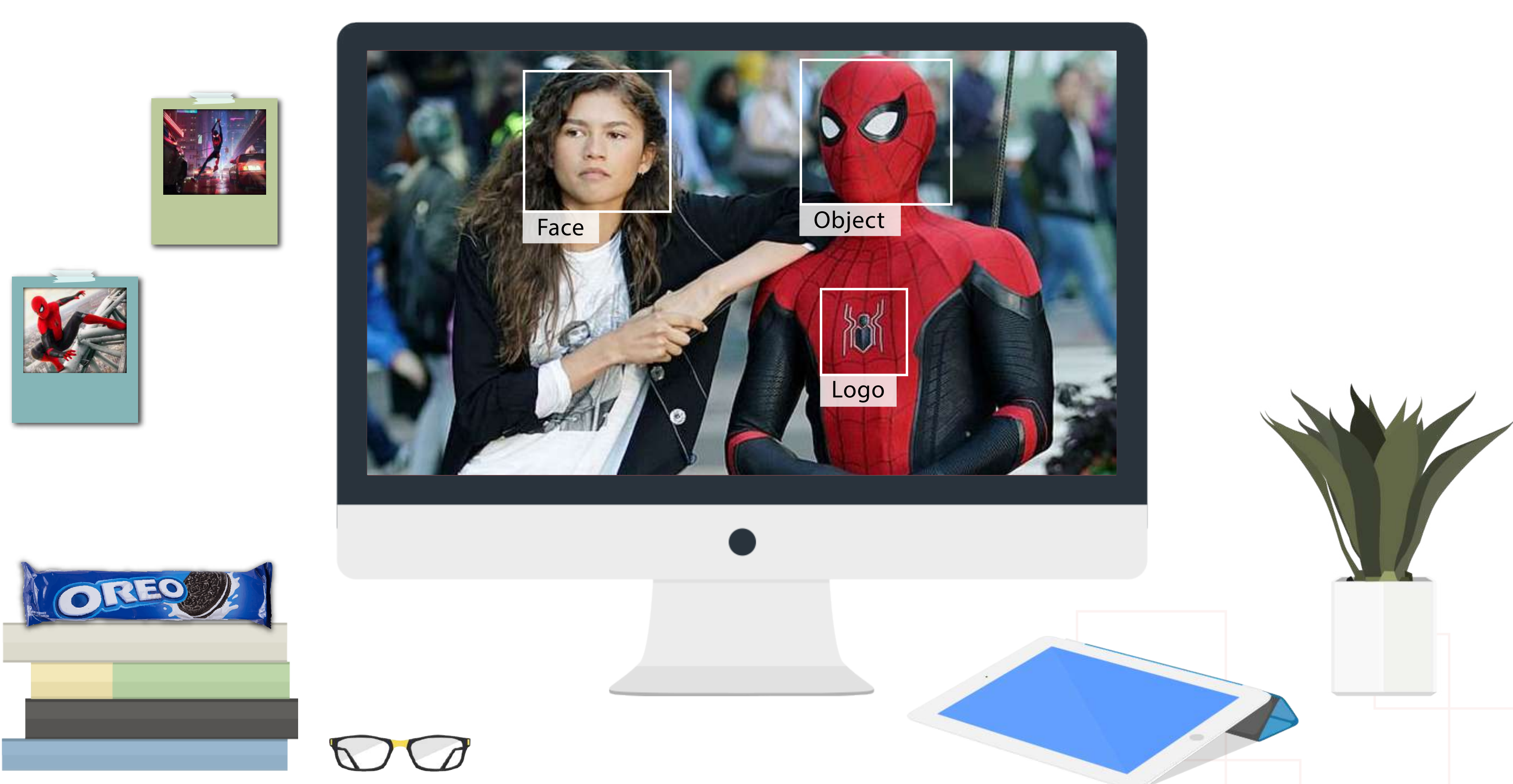
Facial Recognition
Spiderman's costume and mask detection engaged audience while they were watching their favourite superhero



Emotion Detection
Targeted video content that resonated with the fun and playful aspect of the campaign



Brand Safety
Unsuitable and harmful content was filtered out (violence, nudity, terrorism and more), ensuring unparalleled brand safety and control



This helped in leveraging avenues such as **banner and bumper ads along with a 15 second ad video**, targeting content that the relevant audience was watching, in real-time – and not based on previous YouTube viewing behaviour.

"SilverPush's technology helped us sharply target the Oreo Spider-Man promotion content at viewers who were interested in Spider-Man. This avoided the use of brute-force-targeting and using private data of consumers. It is a far more elegant yet effective means of targeting. We would like to further use this technology to target people based on what they are watching instead of who they are or what their affinities are."

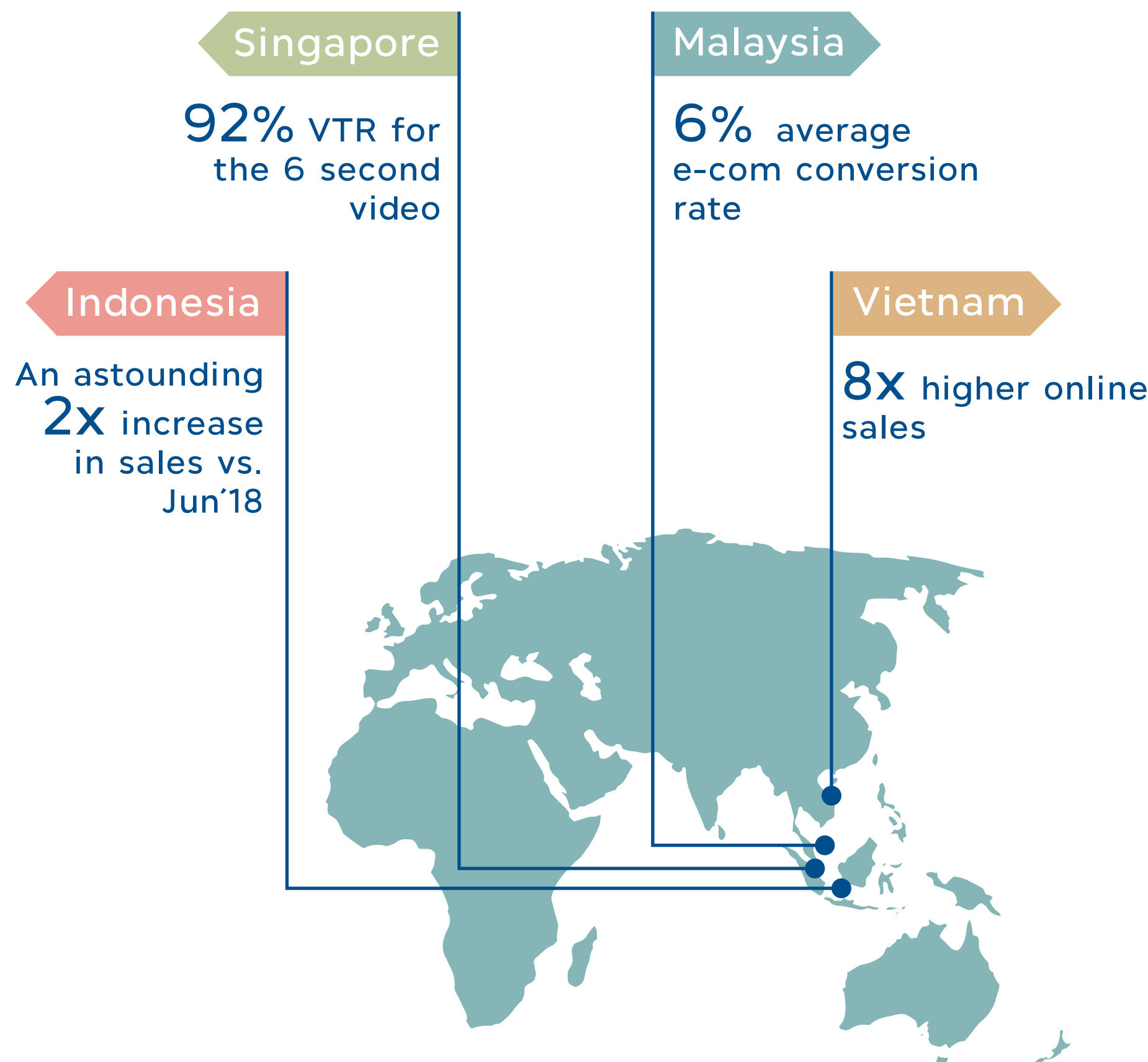
Nikhil Rao, Marketing Director,
Biscuits, SEA, Mondelez AMEA, Singapore

IMPACT

Across SEA
3X CTR vs. benchmark
10% sales growth

The campaign ran for a period of four weeks in Singapore, Thailand, Indonesia, Malaysia, Philippines and Vietnam.

The campaign's CTRs and VTRs were benchmarked with the same metrics for similar past campaigns.



"Based on the objectives for the Oreo Spider-Man campaign, we identified mobile—especially video—as the key platform. Mirrors by SilverPush allowed us to push the contextual targeting norms to the limits by enabling us to showcase Oreo's message in a less intrusive way to all audiences interested in Spiderman content. By transcending language and cultural barriers, this technology seamlessly empowered Spiderman fans to spark playful connections with Oreo across six markets in Southeast Asia."

Aniq Syed, Category Lead,
Biscuits, SEA, SPARK Vietnam