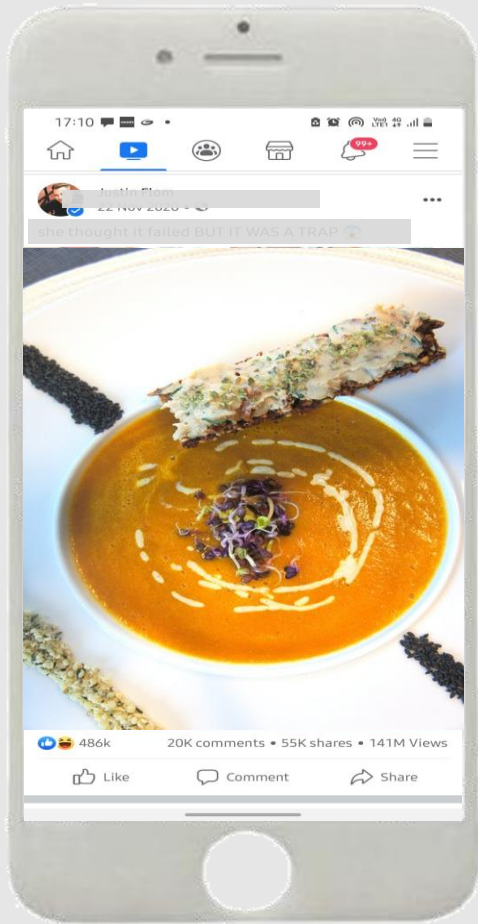


# CASE STUDY – World’s most loved brand for soups & sauces - lifts ad recall for Facebook video ads with Mirrors.



## Objective

To capitalize on the growing viewership on Facebook Watch and tap into food related contextual moments.



## Target Audience

Females 25- 54 yr. old & above, living in Philippines



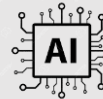
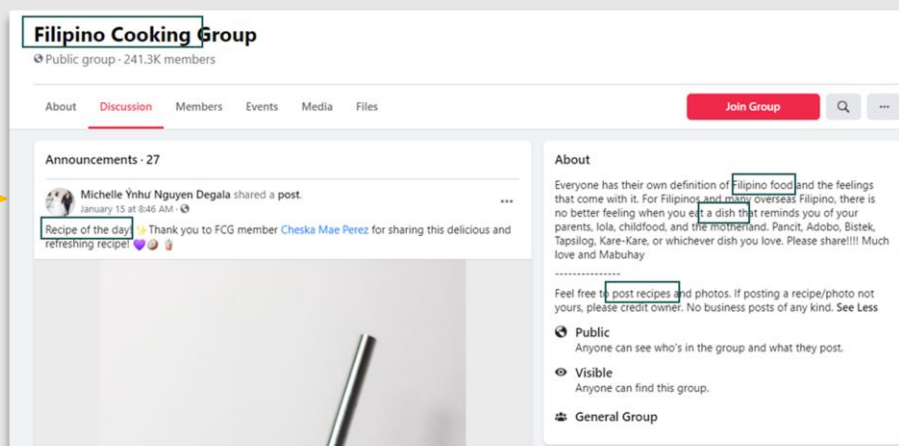
## Ad format and Platform

6s in-stream video ad on Facebook.



## Solution

AI powered Mirrors for precise and nuanced video level targeting on Facebook – resulting in higher engagement and lower ad waste vs. a blanket targeting approach.



Mirrors' **NLP and sentiment analysis algorithms** browsed through thousands of pages to **identify most context relevant pages** related to nuanced categories like Cooking, restaurants, travelling, and more.

AI Powered Brand Relevance

Brand Safety & Precise Targeting

High Performing Video Content



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.



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



**70% view rate**



**6.5% Lift in Ad recall**