



ASIA

Castrol Strengthens Brand Recall with Blended In-game Advertising



Industry
Automotive

Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

About Castrol

Creating innovative solutions for a world in motion, Castrol is a leading global liquid engineering partner specializing in manufacturing motor lubricants and engine oils. Castrol POWER1 is an advanced, premium quality engine oil designed specifically for bikers who love the exhilaration of riding. Castrol POWER1 with Power Release Technology™ optimizes friction and delivers superior acceleration at the twist of the throttle.

The Highlights

70%

of respondents recalled the ad successfully

75%

recorded an action after viewing the ad

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With gaming taking smartphone users by storm across the globe, we are increasingly adopting Gaming Advertising opportunities to reach, engage and influence our audiences. And as we intended to increase brand recall for Castrol POWER1 among Gen Y and millennials in the Philippines, we found blended in-game advertising to be the right fit. Not only has the brand interest increased significantly, but we have also discovered deeper metrics on the brand's position and performance in the market. Blended in-game advertising is definitely a promising avenue for brands to explore.



Camille Sabale
Marketing Manager, Castrol Philippines

The Brand Objective

The Philippines is home to over 15.5 million mobile gamers, majority of whom prefer gaming on their smartphones. Banking on this trend, Castrol aimed to drive consideration and strengthen brand recall and purchase intent for their product 'Castrol POWER1' aimed at the Gen Y and Millennials. The brand intended to leverage blended in-game advertising to reach out to gamers through the most engaging ad format. Additionally, the brand wanted to ascertain the impact of the in-game campaign through a highly accurate brand lift study.



Hence, the brand needed a technology partner to scale the in-game campaign to the ardent Filipino gamers and measure the campaign impact through advanced consumer intelligence.

The Solution

Castrol partnered with Xaxis and InMobi to engage the Filipino gamers with an immersive in-game experience and measure the overall impact of mobile in driving brand consideration and purchase intent.



1) Engaging Gamers with a Blended In-Game Experience: Reaching out to Filipinos aged between 18 to 44 years, Castrol designed an innovative, exciting, blended in-game creative experience to engage the gaming audiences in the Philippines. The technology delivered an unintrusive user experience for the user while great exposure for the brand.

2) Measuring impact with a Brand Lift Survey: To measure the impact, Castrol leveraged InMobi Pulse and launched a brand lift survey. The survey measured brand consideration, spontaneous and top-of-the-mind ad recall levels, and purchase intent upon seeing the ad. Measuring the pre- against the post-campaign data, Castrol successfully ascertained the lift in top- and middle-of-the-funnel metrics. Furthermore, the brand lift survey provided key insights into the target audience demographics that actively recalled the brand and showcased higher intent to purchase.



The Results

With dynamic ad placements and engaging in-game creative experiences, Castrol drove impeccable results in just a month.

Results	
Viewers received an unintrusive brand experience during the game	75% post ad view action recorded
70% of respondents recalled the ad successfully	Respondents aged over 25 years showed higher purchase intent