

# Outbrain put the FOCUS on Nestle's biscuit brand



## Background & Objectives

With several major events during the holiday season in Israel, food is an essential part of the celebration. Nestle chose to highlight Petit Beurre, a classic traditional biscuit, to be the holiday's shining star. Nestle's challenge was to create a captivating video as well as select a platform which fostered high completion rates with longer form videos.

## Solution

Nestle created a 49 second video, filled with mouth watering food shots, which was distributed by GO Moblin using FOCUS, Outbrain's unique video product. The decision to utilize FOCUS enabled Nestle to:

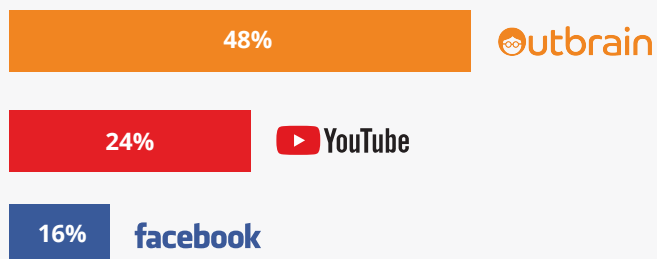
- Target based on authentic interests (e.g., baking, nostalgic flavors, etc.)
- Find an engaged audience that actively chooses to watch the video vs. just being exposed to it (Click-to-watch rather than Click-to-Skip)
- Capture viewers' attention at the precise "moment of discovery"
- Optimize the campaign based on CPC model

## Results

The video had strong viewership with FOCUS, and the comparable results were unprecedented. Average viewing duration was 35 seconds and 64% of the viewers watched 75% of the video.



% viewers who complete 100% of the video



Half of viewers completed the video through Outbrain. Completion rates were significantly higher for Outbrain than other platforms. When viewers choose to watch a video and aren't just 'exposed' to it, completion rates can be more than 2X higher.

*"In order to diversify our touch points with consumers, we utilized Outbrain's new tool (FOCUS) as a part of our campaign. The utilization of this tool accomplished significantly higher completion vs. the benchmarks."*

**Yair Rastecher, Digital Marketing Manager, Nestle**

**FOCUS by Outbrain: Click-to-Watch video experience that enables true storytelling through long-form video content**