



VIVA Kuwait drives outstanding engagement during Ramadan with a humorous two-part video campaign for YouTube

Conventionally, brands have tended to run TV adverts and then repurpose them for YouTube and print. Media and creative agencies Starcom Mediavest Group and Caviar Creative took on a different approach for telecommunications service provider VIVA Kuwait's Ramadan activity: investing instead in made-for-YouTube content. The campaign drew viewers in with a humorous two-part story built around a locally relevant theme: guests losing their cookware after bringing food to a friend's home.

"Go native: use all your resources to make the story local, relevant and close to the heart of the target audience. In this case, sharing food is a big part of Kuwaiti culture, but what's more interesting is what happens AFTER the food is delivered, and the odyssey that many a dish might take before being reunited with its rightful owner," says Haitham Al-Hajji, managing partner of creative agency Caviar Creative. "Be brave and if you intend to be funny, really be funny. Don't use half-measures or compromise on your objective."

Goal

- Develop effective, creative campaign idea suited to the digital world

Approach

- Launched made-for-YouTube campaign
- Produced two videos
- Served content sequentially

Results

- 94% completion rate for teaser video
- 100% completion rate for second video
- 26% overall view-through rate against MENA benchmark of 15%
- 50% organic views
- More than 60,000 views from searches within Kuwait and across MENA
- Lantern award for most highly engaging video ad on YouTube during Ramadan

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– Haitham Al-Hajji, Managing Partner, Caviar Creative

"The value proposition on video advertising for brands is simple: a better return on investment by minimizing waste and sending your message to the right audience, at the right time."

– Mark Khoury, Client Managing Director, Starcom Mediavest

By using sequential storytelling, the team created a situation for users to eagerly anticipate what would happen next, in order to create high engagement within social media channels. For other brands interested in adopting similar intelligent methods, Mark Khoury, Client Managing Director at Starcom Mediavest Group, explains in detail. "First, create immediate awareness and engagement with your target audience: start big, buy smart and go for high reach and impact. Use a strategic, multiple media touchpoint approach to maximize traffic and drive shareability. Finally, maintaining high user engagement is key to success. Keep your eyes open and optimize, optimize, optimize – fine-tuning the intensity as needed will drive results."



Stellar engagement metrics show that the videos struck the right balance between being short enough to keep viewers' attention and long enough to create a meaningful impression. The teaser video had a view completion rate of 94%, while the second part delivered a view completion rate of 100%. The overall view-through rate was 26% against the MENA benchmark of 15%.

The campaign achieved 50% organic views and more than 60,000 views coming from people actively searching for the ad on YouTube, both within Kuwait and across MENA countries. What's more, it went on to win the Lantern award for delivering the most highly engaging video ad on YouTube during the Ramadan season.