

## CASE STUDY



# Bostik Brand Ads Produce Higher Engagement in Blog Content



## The Client

Bostik Inc., the adhesive solutions business line of Arkema group, is a leading global adhesive specialist in construction, consumer, and industrial markets. Bostik is present in 45 countries and is recognized as one of the world's largest adhesive and sealant companies.

## The Challenge

Bostik was confident in its market reach and brand affinity. But like most brands, it struggled to quantify or measure the effectiveness of its brand reputation on digital advertising. It has long been thought that increasing the trust and awareness of a brand will result in greater engagement with that brand. Bostik worked with Brilliant Metrics, its digital marketing agency partner, to test this theory.

## The Strategy

Brilliant Metrics set up an experiment on Bostik's behalf to measure the effect of brand awareness on direct response advertising. **Brand awareness advertising** is designed to grab the viewer's attention, convey a simple message about the brand and create an association between that message and the identity of the brand. **Direct response advertising** is designed to drive traffic into a funnel for lead nurturing, lead generation or purchase.

To execute the experiment, Brilliant Metrics segmented customer email records into test and control groups from three of Bostik's market segments. The test group was targeted with banner brand ads on the web and direct response advertising of blog content on social media. The control group saw the same blog content in their social media feeds, but had no exposure to brand advertising.

### Market-Specific Brand Ad Examples



*"Studies prove that repeated presentation of a brand, name or logo will increase trust, appreciation, and value. What we hadn't proven yet is if that connected to action,"* said Steve Robinson, founder and CEO of Brilliant Metrics.

Bostik also hoped this test would shed light on how to improve overall advertising effectiveness and help refine its strategy for media mix and budget allocation.

The experiment tested two assumptions:



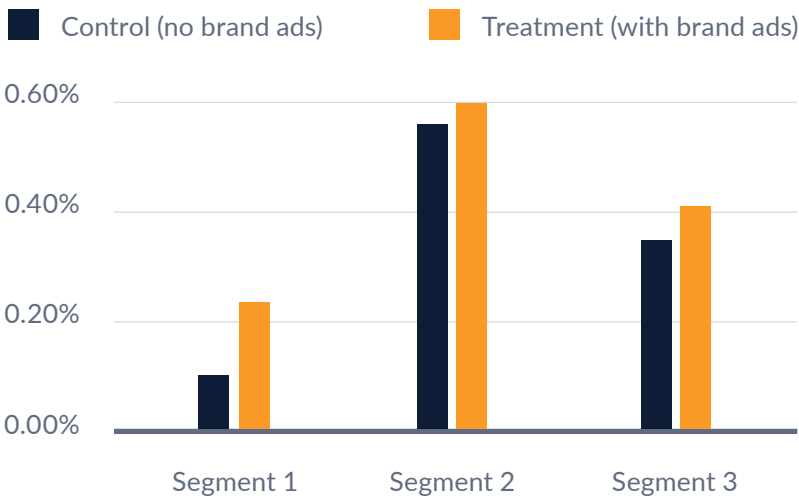
Does Bostik have a positive brand affinity among its customers?



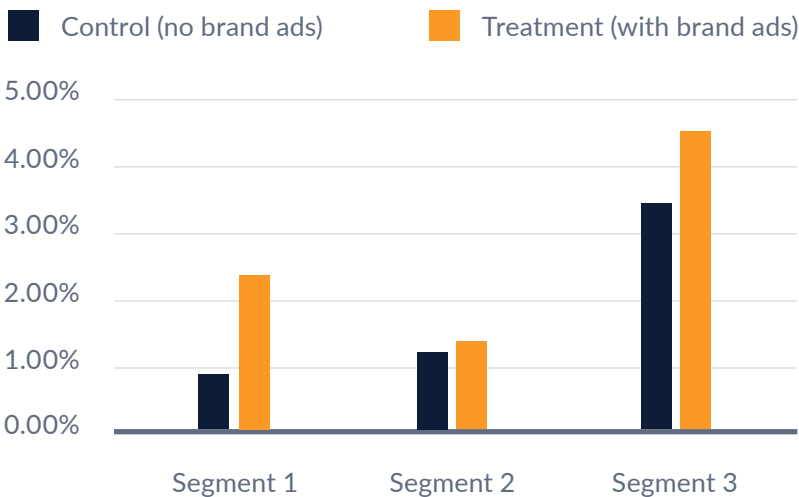
Does reinforcing the Bostik brand encourage customer engagement with blog content?

Media ran for eight weeks.

Content Ad Click-Through-Rate



Content Ad Engagement Rate



The Result

Blog content received nearly 90% greater engagement from customers who had been shown Bostik brand ads. The treatment group produced a 2.44% unique click-through rate (uCTR), compared to 1.30% uCTR from the control group.

*“This experiment quantifiably supports there is an ROI in brand advertising. While it requires more effort to measure, investing in brand isn’t all abstract, intangible value,”* Robinson said. *“It’s concrete ROI in response rates in other media and content.”*

The results validated assumptions with Bostik’s internal team, as well.

*“It seemed logical to think that brand ads would support some increase in engagement with other advertising, but I never expected such overwhelming improvement. I was happy to see the experiment validated our assumptions, but even more pleased that the data proves an undeniable success,”* said Janea Rowe, Global Digital Marketing Director.

*“I’ve always believed in the importance of brand awareness, but the experiment certainly reinforces the need to consider a holistic, omnichannel approach in branding and messaging. It showed us that brand advertisements can bolster our existing ad programs across any market and all journey states. While we thought this would be the case, the experiment gave us the proof needed to advocate internally,”* Rowe added.

The findings of the experiment invited Bostik to reevaluate its media mix. And, in the face of increasing cost pressures, it gave Rowe’s team the confidence to advocate for budget allocation.

*“It’s easy to eliminate or reduce ad spend, but we know now that this lessens the effectiveness of our overall programs. The goal is to find the right mix of budget and media executed in a cohesive manner across channels,”* said Rowe.