

★ SAPPORO

# Sapporo Amplified its Video Content using the Click-to-Watch Video Solution

**Vertical**

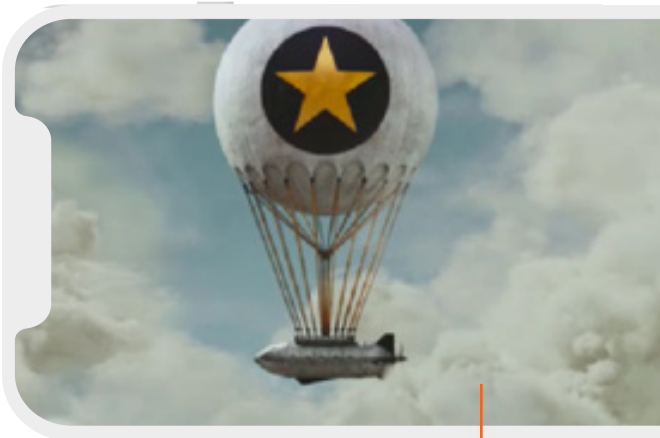
CPG

**Goal**

Reach and Conversion Rate

**Overview**

Sapporo, Japan’s oldest beer brand, is a highly recognised brand name and is well known for its creative campaigns. Struggling to reach new audiences through traditional mass advertising, the Japanese company partnered with leading native advertising platform, Outbrain. Sapporo launched a campaign titled “Toast to Adults” and used Outbrain’s Click-to-Watch video solution to distribute their video content and engage potential new customers.



By sending out creatives with a different approach using innovative media, we were able to realize an approach to customers that did not reach through regular communication

– Mr Kei Fukuyoshi, Senior Media Planning Manager, Sapporo Breweries Ltd.

**Solution**

By leveraging Outbrain’s proprietary interest graph, Sapporo was able to reach qualified users across a network of premium publishers. Outbrain’s 100% opt-in video solution ensured only qualified and interested users would click on the videos, allowing Sapporo to amplify its content and engage with qualified audiences. Furthermore, Sapporo was able to convert new users with video-integrated CTA banners that drove users back to its site to engage with further relevant content.

- 100% opt-in viewers actively choose to watch the video
- CPV (cost-per-view) Pay for true views only
- CTA support for further engagement
- Immersive experience: full screen & audio on
- Advanced targeting including age restrictions and time zones

**Results**

43% of those who clicked on the videos were new users, allowing Sapporo to reach new audiences it had previously not reached through other channels. Furthermore, both video completion rates and conversion rates were above benchmark for this campaign. Quality video storytelling, combined with qualified and engaged audiences, delivered both new audiences and high engagement for Sapporo.

**43%**

new users

**21%**

conversion rate  
(visits back to the site)

**63%**

video completion rate