



vi for Vizeum APAC

Issey Miyake

Campaign Objectives

For their up-market client Issey Miyake, Vizuem wanted to engage a male target audience in a premium environment. Most importantly they needed to drive awareness of this luxury brand.

In this cluttered market, 'black' / 'nuit' was not a differentiator so the brand wanted to create an emotional trigger.

A print, online and TV campaign was already underway, and the mobile experience needed to provide consistency.

"We were looking for an environment that was not only going to reach our male target audience, but also engage them with our brand message."

Rebecca Haly
Associate Director, Vizeum APAC

"We were able to achieve stronger than expected completion rates across premium inventory. Vizeum also received a consistently strong level of account service."

Rebecca Haly,
Associate Director, Vizeum APAC

"We ensured we understood the brief completely and were aware of the client expectation – premium content that was not cluttered with competition – which I believe we delivered in full."

Chrissy Griffin,
APAC Sales Director, vi

Why choose vi?

vi's owned inventory was the best solution for a number of reasons. It has a reputation as a **premium platform**, with a **broadcast-quality, large format** inventory. It also enabled them to reach their target audience in an untainted, ring-fenced environment.

The campaign

vi's team worked with Issey Miyake to hand-pick selected genres which their audience would already be plugged in to. Action, adventure, comedy, sci-fi and documentary displayed a high-proportion of male viewers, and provided a natural fit.

The campaign was then narrowed down to target regions, Hong Kong, Indonesia, Taiwan and Thailand.

"This campaign was a great opportunity for vi to showcase our high quality content, and targeting opportunities. "

Chrissy Griffin,
APAC Sales Director, vi

Results

Our happy client Vizeum not only benefitted from our friendly service, but achieved results that impressed in the Issey Miyake boardroom.

89.9%

Average completion rate

Up to
2.26%
CTRs