

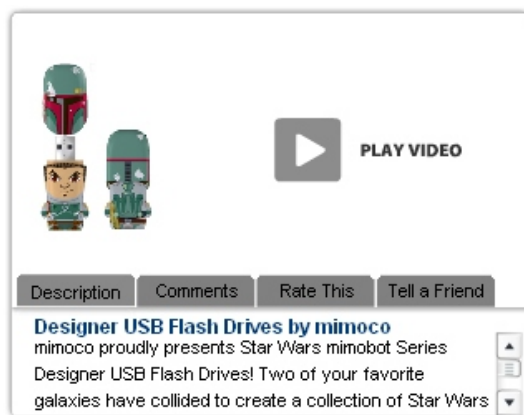


mimoco is a designer toy studio meets consumer electronics brand based in Boston, MA. The first fruits of their vision are the delicious and fresh mimobot Designer USB Flash Drives launched in 2005.

mimobots are available in 512MB, 1GB, 2GB, and 4GB capacities, produced in limited editions, are hi-speed USB 2.0, compatible with both Mac and Windows, and are enhanced for Windows Vista's ReadyBoost technology.

ADVERTISE NOW!

Powerful branding opportunities in Web 2.0: Visit [Chitika | Media Kit](#), or contact our advertising team at adsales@chitika.com.



ROI for mimoco

3X increase in CTR compared to the standard video ad campaigns(1)

12X increase in CTR compared to the standard static banner ads(1)

54% increase in post-video consumption engagement rate in addition to the post video clicks to the merchant site

CAMPAIGN OBJECTIVE:

mimoco has been successful in implementing buzz marketing strategies in their media plan; using interactive media platforms, including blogs and social media, to brand their name and increase awareness for their products. mimoco turned to Chitika to leverage the network of 17000+ blogs collectively generating over 2 Billion monthly impressions to kick start viral branding campaign in the blogosphere.

STRATEGY:

Since mimoco's main objective was to maximize their brand awareness, the campaign was designed to leverage Chitika's new social viral branding video ad unit, VBU. The viral social aspects of the Chitika | VBU complement mimoco's current and projected branding initiatives; emphasizing web user engagement through video play, video sharing, comments, and ratings. The existing video ad unit from mimoco was incorporated into the VBU unit and the campaign ran on select premium publisher sites in Chitika's network over a seven day campaign run.

REACH & ENGAGEMENT:

In addition to the standard reach and frequency metric, user engagement rate captures the sum total of all interactions with the ad unit. These interaction measures include social components, such as the "Rate It", "Comment," and "Share It" modules, that were integrated into the VBU unit to initiate social and Consumer2Consumer marketing opportunities. This interaction metric interprets the sum total of all interactions with the ad unit, divided by total impressions served during the campaign run. For the mimoco viral video ad campaign, powered by the Chitika | VBU, the interaction metric included; video play, clicks, rating, comments, and video sharing.

The interactive Chitika | VBU resulted in significantly higher levels of user engagement with the mimoco brand compared to traditional video ads.

- The CTR for the Chitika | VBU ads used in this study was 1.20%, indicating that the Chitika | VBU ads have a CTR three times that of the 0.40% industry standard CTR for traditional video ads.
- The industry standard CTR for traditional static banner ads is 0.10%, indicating the Chitika | VBU outperforms traditional static banner ads twelve times over.
- When we take into account additional user interactions metrics such as comments, ratings, and video sharing, after web users viewed the Chitika | VBU, in addition to the user clicks to the merchant site, there was a 54% increase in post-video consumption-engagement levels.
- As the overall objective of this campaign was to measure the reach of, and interaction with, mimoco's brand in the social web, this campaign, using the Chitika | VBU as a branding vehicle, was successful as it measured quantitative user interaction and worked to aggregate qualitative feedback. This campaign serves a prime example of an effective conversational brand marketing strategy for Web 2.0.